



City of Central Point, Oregon



2019 CENTRAL POINT, OR
RESIDENT SURVEY

FINAL REPORT SUBMITTED
04/01/2019

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EXECUTIVE SUMMARY

OVERVIEW

The City of Central Point, Oregon conducted its last comprehensive survey of residents in 2014. The 2019 survey builds on this effort and is designed to . . .

- Solicit feedback from the community to identify priorities and unmet needs of residents
- Measure perceptions of City services
- Encourage development of positive relationships between the City and its residents
- Reinforce positive community activities

The outcomes can also be used to identify residents’ priorities and will be used as part of the City’s budgeting and planning process.

The 2019 survey was designed and updated to account for changes in City priorities as well as changes in research methods to ensure representative inclusions of Central Point residents. The 2019 survey was conducted using an address-based sample and a mixed-mode (mail to online and telephone) data collection methodology. ABS sampling ensures inclusion of all households in Central Point regardless of phone coverage. Different outreach methods (mail, email, and phone) increases response rates, notably among harder to reach populations (e.g., low income, renters, younger residents).



All Central Point households (n = 6,542) were sampled and a total of 1,054 surveys were completed. Only one person per household completed the survey. Thus 16% of all Central Point households are represented, resulting in an overall margin of error of +/-2.8% at the 95% confidence level.

Data collection was first conducted between Jan 7 and Feb 3, 2019.

| | 2019 |
|--|--------------|
| Online | 883 |
| Phone | 171* |
| Total | 1,054 |
| Margin of Error (95% confidence level) | 2.8% |
| <i>*21 of these were inbound calls</i> | |

KEY METRICS

Northwest Research Group’s community research program includes a proprietary index and benchmarking tool, the 5-Star CityMarks™ Rating. This rating is a brand health index designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.



The City of Central Point achieves a 4-Star CityMarks rating which means that Central Point outperforms three-quarters of the 1,195 cities in NWRG’s nationwide benchmarking study. Central Point’s ratings are comparable to other 4-Star communities for quality of life, quality of services, comparability to other communities, and direction city is headed. Central Point’s rating is below other comparable communities in terms of the extent to which residents feel they are getting value for their tax dollars.

| | | 2019 |
|---|--|-------------|
| How would you rate the overall quality of life in Central Point? | % Combined Exceeds Expectations | 90% |
| | % Greatly Exceeds Expectations | 24% |
| | % Exceeds Expectations | 66% |
| | Mean | 7.46 |

| | | 2019 |
|--|--|-------------|
| How would you rate the overall quality of services provided by the City of Central Point? | % Combined Exceeds Expectations | 87% |
| | % Greatly Exceeds Expectations | 28% |
| | % Exceeds Expectations | 59% |
| | Mean | 7.41 |

| | | 2019 |
|---|--|-------------|
| Compared with other cities and towns, how would you rate Central Point as a place to live? | % Combined Better than Other Cities | 88% |
| | % Significantly Better | 37% |
| | % Better than Other Cities | 51% |
| | Mean | 7.74 |

| | | 2019 |
|---|-----------------------------------|-------------|
| Overall, would you say that Central Point is headed in the right or wrong direction? | % Combined Right Direction | 83% |
| | % Strongly Right Direction | 28% |
| | % Somewhat Right Direction | 55% |
| | Mean | 7.34 |

| | | 2019 |
|--|-----------------------------------|-------------|
| Do you feel that you are getting your money’s worth for your tax dollar or not? | % Combined Receiving Value | 66% |
| | % Strongly Receive Value | 16% |
| | % Somewhat Receive Value | 49% |
| | Mean | 6.34 |

OTHER KEY FINDINGS

| | |
|--|--|
| Things Enjoyed Most About Central Point | Residents most enjoy the small-town feel and quiet neighborhoods |
| Key Drivers | The physical attributes of the City are the most important drivers to Central Point's 5-Star Rating. Of these, the overall physical appearance is top importance. |
| Downtown Central Point | The aesthetic appearance of downtown and the overall appeal of downtown as a place to visit are the two areas that have seen the biggest improvement. |
| Financial Priorities | Top tier functions are: Police and safety services and Maintaining roads and sidewalks |
| Police and Safety | <p>One quarter of residents state that there are no serious police-related problems in their neighborhoods. Though if they were to choose, theft and speeding are the issues mentioned most often.</p> <p>Residents have high confidence in the Police and strongly feel that the officers are professional.</p> <p>Homelessness is considered a minor problem to just over half of the residents and a major problem to 40 percent.</p> |
| Parks and Recreation | Three quarters of residents have visited a park or City run rec facility in the past year. Highest use is among households with children. Half of residents are completely satisfied with their experiences. |
| Community Center | While there is strong support for constructing the community center, there is substantially less support for the \$3 monthly fee to maintain it. |

INTRODUCTION

BACKGROUND AND OBJECTIVES

Home to nearly 18,000 residents (US Census 2015) representing just over 6,500 households, the City of Central Point is a fast growing and vibrant community. Growth has been significant over the past 10 years presenting many opportunities while continuing to maintain its “small town” commitment and feel that promotes community pride, safety, and friendliness. Central Point has conducted periodic community surveys; the most recent was in 2014. The 2019 survey continues to solicit feedback from residents and tracks opinions regarding:

- Priorities and unmet needs of residents,
- Perceptions about the services the city provides, and
- The development of positive relationships between residents and city staff.

QUESTIONNAIRE DESIGN

The questionnaire was thoroughly reviewed and updated for the 2019. The redesign was based on meetings with key stakeholders across the city departments to gain an understanding of the importance of key measures for each of these individuals. NWRG prepared a questionnaire, including the 5-Star Rating questions, and each stakeholder was allowed to review and comment on the final version. The final survey included the following major sections:

- Central Point as a place to live
- Parks and recreation
- Government performance
- City Planning
- Budget priorities
- Police and Safety
- Communications and Outreach
- Demographics

The survey (when conducted by phone) averaged approximately 25 minutes on the phone. The survey was administered in English only. Survey length is a major factor affecting response rates. It is recommended that for future studies the city consider different options for administering shorter surveys while still covering all of the topics required for planning.

SAMPLING AND DATA COLLECTION

The 2019 survey was conducted using an address-based sample and a mixed-mode (mail to online and telephone) data collection methodology. The survey also incorporated the use of E-mail outreach as well as postal mail and telephone. Those completing the survey online or via an inbound call were offered an incentive (choice of \$5 water bill or \$5 discount on city-run recreation program) to increase response rates as this is a less costly and more convenient (for the respondent) means of data collection.

The 2019 sample consisted of addresses in Central Point—as defined by a list of census block groups provided by the City of Central Point—including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive consumer database to determine if the household had a matching landline or cell phone number. Additionally, e-mail addresses were appended where possible.

Outreach and data collection were based on the contact information available.

- a. All households were sent an invitation letter via USPS signed by the Mayor asking them to complete the survey online or by calling a toll-free number.
- b. If an e-mail address was available, the household was sent an e-mail inviting them to complete the survey online or by calling a toll-free number. Non-responders were contacted by phone.
- c. If a matching phone number was found, the household was called and asked to complete the survey by phone.

MARGIN OF ERROR

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the true figures. The margin of error in the 2019 Resident Survey is generally no greater than plus or minus 2.8 percentage points at a 95% confidence level.

| | |
|----------------------------------|------------------|
| TOTAL SAMPLE | N = 1,054 |
| Overall Precision 95% confidence | +/- 2.8% |

DEMOGRAPHIC PROFILE AND WEIGHTING

Sample demographics were monitored during data collection to ensure that key segments that are traditionally more difficult to reach (e.g., younger residents, low-income households, and culturally diverse residents) were represented.

Post-stratification weighting was used to ensure that results of the 2019 Resident Survey are generally representative of the population of Central Point according to the 2013-2017 American Community Survey 5-Year Estimates.

It should be noted that even with weighting, lower income residents as well as renters appear to be under-represented in the final sample. Central Point does not ask for housing type. It is recommended that in the future the demographic questions include a question on housing type. It is then possible to over-sample multi-family dwelling units using the address-based sample frame. This will ensure better representation of renters as well as increasing the likelihood of reaching all demographic segments. Unless otherwise noted, **weighted** data is reported.

TABLE 1: SAMPLE DEMOGRAPHICS: 2019

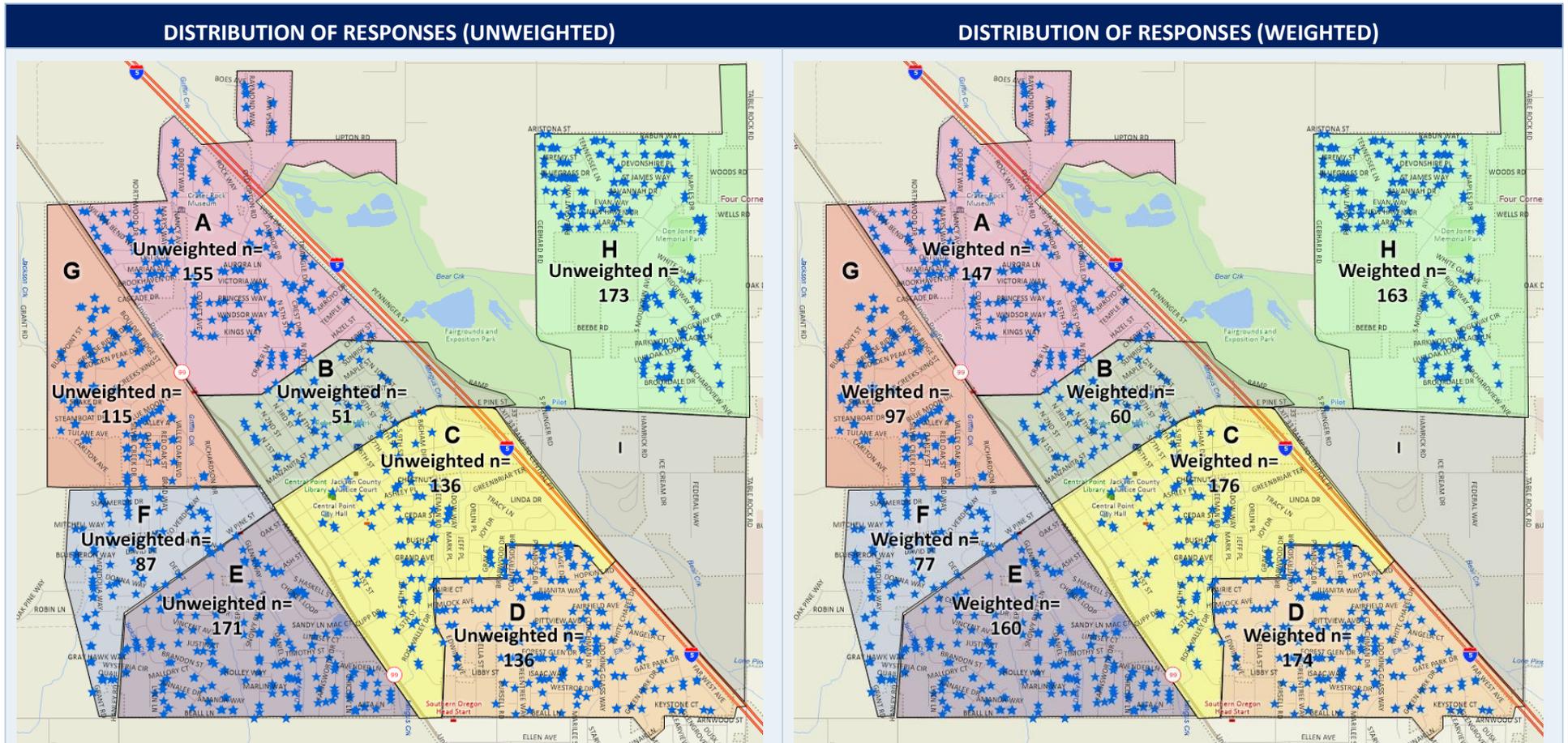
| | 2019 Central Point Survey (unweighted) | 2019 Central Point Survey (weighted) | Central Point Population* |
|--------------------------------|--|--------------------------------------|---------------------------|
| Gender | | | |
| Male 18+ | 42% | 46% | 46% |
| Female 18+ | 58% | 54% | 54% |
| Age** | | | |
| 18 – 34 | 14% | 23% | 23% |
| 35 – 54 | 30% | 38% | 38% |
| 55 plus | 56% | 39% | 39% |
| Race / Ethnicity | | | |
| White Alone | 87% | 84% | 83% |
| Not White Alone | 13% | 16% | 17% |
| Annual Household Income | | | |
| Less than \$35,000 | 18% | 24% | 39% |
| \$35,000 or Greater | 82% | 76% | 61% |
| Children in Household | | | |
| None | 72% | 64% | 67% |
| One or more | 28% | 36% | 33% |
| Home Ownership | | | |
| Own | 83% | 76% | 61% |
| Rent | 17% | 24% | 39% |

**Source for 2019 population figures 2013 - 2017 American Community Survey 5-year estimates*
***Age based on % of population 18+ who are head(s) of household*

GEOGRAPHIC ANALYSIS

A major advantage of Address-Based Sampling is that the exact location of the respondent household is known and analysis by looks at differences in results by each of Central Point’s council wards and/or neighborhood districts. Respondents are coded in one of the wards/neighborhoods using the latitude / longitude location of the household address. The left side of the figure on below shows the total *unweighted* number of interviews conducted in each neighborhood area, and the right side shows the total *weighted* number of interviews in each neighborhood area. While there are some differences, the general proportion of responses is similar to the population. Note that the study was not designed to match sample size to population by geography; thus, the number of completed interviews may not match the actual population distribution of Central Point. However, the large sample size in 2019 does allow for more reliable analysis at within each of the geographic cuts.

MAP 1: GEOGRAPHIC DISTRIBUTION OF SAMPLE



QUALITY STANDARDS AND REPORTING CONVENTIONS

ISO

ISO (the International Organization for Standardization) is a worldwide federation of national standards for a wide variety of agencies and industries. ISO 20252: 2012 Market Research quality standards are internationally recognized standards designed to create a globally standardized structure and level of quality for market, opinion, and social research. All work for the 2019 Central Point Resident Survey was conducted and is reported in accordance with ISO 20252: 2012 Market Research quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual residents, and responses are aggregated by neighborhood and analyzed by groups.

BENCHMARKING

Benchmarking is defined as “the routine comparison with similar organizations of administrative processes, practices, costs, and staffing to uncover opportunities to improve services and/or to lower costs”.¹ Benchmarking enables communities such as Central Point to:

- Quantify measures of performance
- Quantify the gap between community performance and best practices
- Encourage focus on outcomes rather than simply performance

The sample frame for the benchmarking data consists of over 2,400 randomly selected households from across the United States. The sample frame was not designed to gather a specific number of completed surveys from a select number of cities. Therefore, there is no specific list of benchmark cities from which to compare. Benchmarking is performed against individuals residing in specific geographic areas.

For benchmarking, Central Point results for key questions are compared to:

- All respondents Nationwide,
- Respondents living in other 4.0-Star Communities, as well as those in 4.5-Star Communities,
- Respondents in the Pacific census division (Washington, Oregon, California), and
- Respondents living in cities of similar sizes (less than 10,000 residents)

Note, benchmarking is only available on questions in this survey that match NWRG’s benchmarking survey data. The 2019 Central Point Resident Survey contains questions that are unique to this City and cannot be benchmarked.



¹ Mark Howard & Bill Kilmartin, “Assessment of Benchmarking within Government Organizations,” Accenture White Paper, May 2006.

UNDERSTANDING THE DATA

This report summarizes the major findings of the research for each survey topic overall. Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Except as noted, “don’t know” and “refused” responses are counted as missing values and are not included in the reported percentages.

The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group—for example, residents who have had contact with the police versus those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

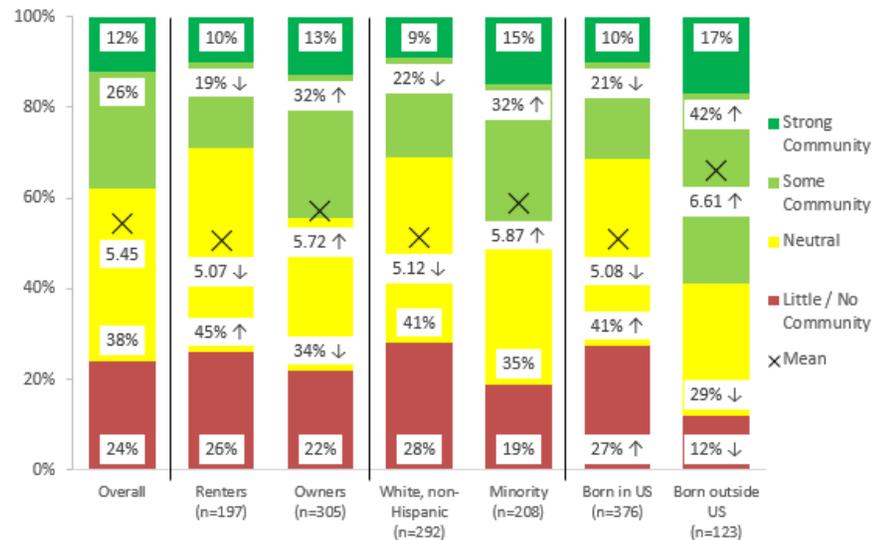
READING CHARTS, GRAPHICS, AND UNDERSTANDING ICONS

The report also identifies differences that are statistically significant. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at the 95 percent confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the judgment of the organization’s management. Statistical significance is indicated throughout the text of the report and is also noted in charts and tables.

On charts, significance is indicated by the use of arrows. An “up” arrow indicates that the result is significantly greater or higher. A “down” arrow indicates the result is significantly less or lower. Statistical comparisons are only conducted within demographic groups (e.g. renters vs. owners) and never between demographic groups (e.g. renters vs. born the US).

The chart to the right provides an example of how significance is displayed. In this chart, we see that the mean score for “Sense of Community” is significantly lower for renters (5.07↓) than the mean score among owners (5.72↑). This is indicated by the ↓ and ↑ arrows next to each number. We can see that the mean score is driven by differences in attitude between “some community” and “neutral.” Owners are significantly more likely than renters to say that they have some sense of community (32%↑ vs 19%↓), while, conversely, renters are significantly more likely to give a neutral rating (45%↑) than owners (34%↑).

Figure 22: Sense of Community



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KEY FINDINGS: KEY INDICATORS

5-STAR RATING

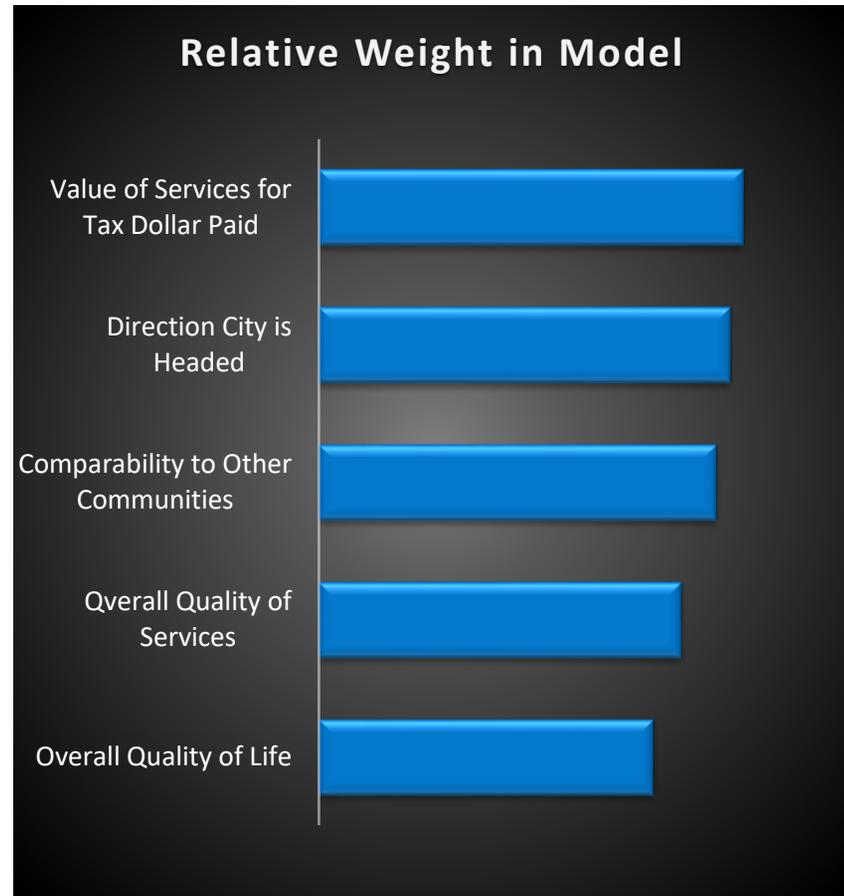
OVERVIEW

Northwest Research Group’s community research program includes a proprietary index and benchmarking tool, the 5-Star CityMarks™ Rating. This rating is a community brand health index designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.

The 5-Star Rating is a composite index that uses a robust theoretical and mathematical model, revisited in early 2019, to capture the essence of how well a city or town meets the critical needs and expectations of its residents and. The model is based on a weighted sum of five questions:

1. How would you rate the overall quality of life in Central Point?
2. How would you rate the overall quality of services provided by the City of Central Point?
3. Compared with other cities and towns, how would you rate Central Point as a place to live?
4. Overall, would you say that Central Point is headed in the right or wrong direction?
5. Thinking about services and facilities in Central Point, do you feel you are getting your money’s worth for your tax dollar or not?

Each question is given a relative weight based on proprietary algorithm. The five questions are combined to create the 5-Star Rating. This rating ranges from 0 to 5 stars in 0.5 increments. The relative strength of the weights used for each question are shown in the figure to the right. Comparability to other communities receives the greatest weight in the formula, while the Overall Quality of City Services receives the smallest weight in the formula.



OVERALL 5-STAR RATING

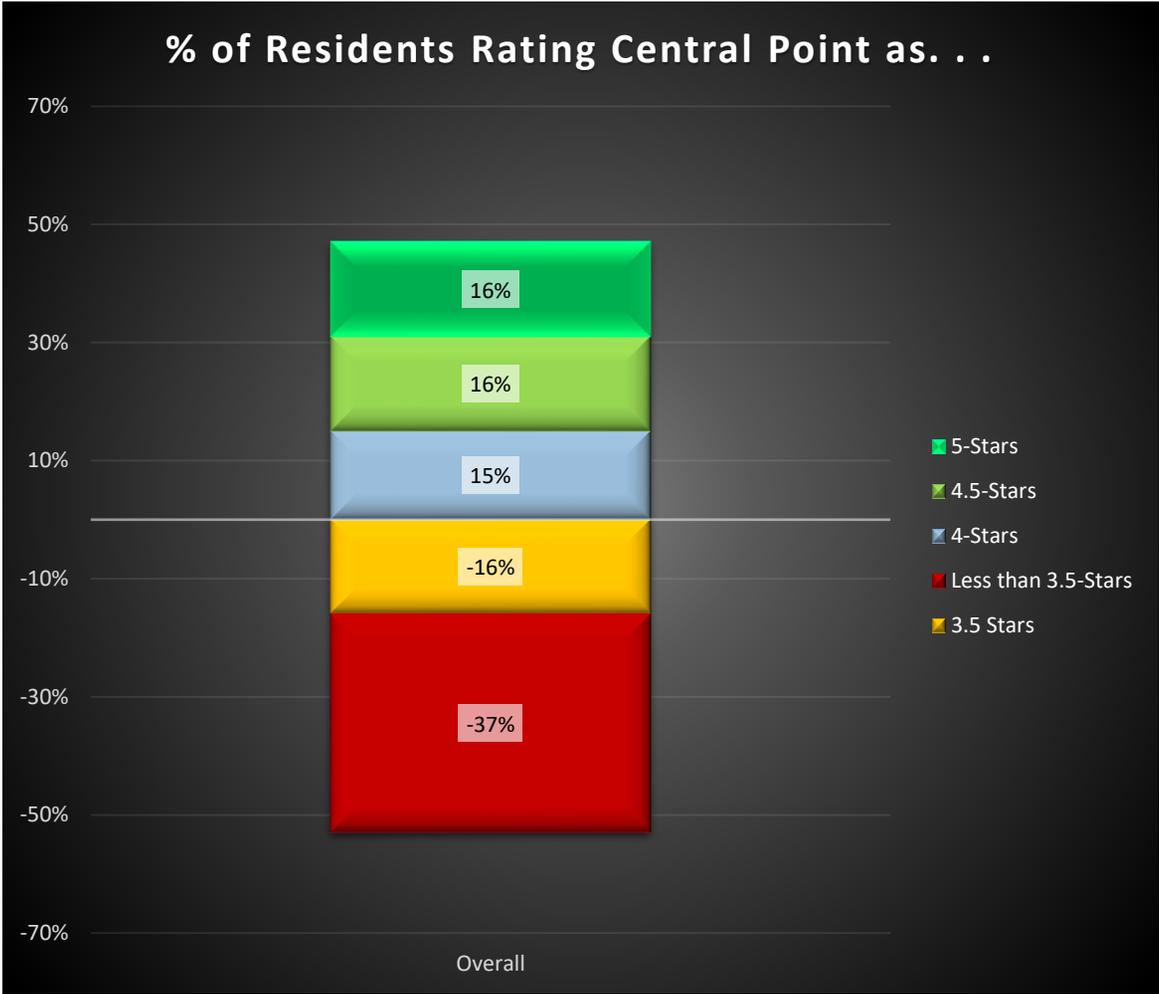
The City of Central Point receives a 4-Star City rating, receiving moderate to good ratings on four out of the five power measures.

2019



Just under half of Central Point residents give the city a rating of 4-Stars or higher and one-third rate Central Point as a 4.5 or 5-Star City.

FIGURE 1: 5-STAR RATING DISTRIBUTION



CENTRAL POINT'S OVERALL 5-STAR RATING VARIES ACROSS THE CITY.

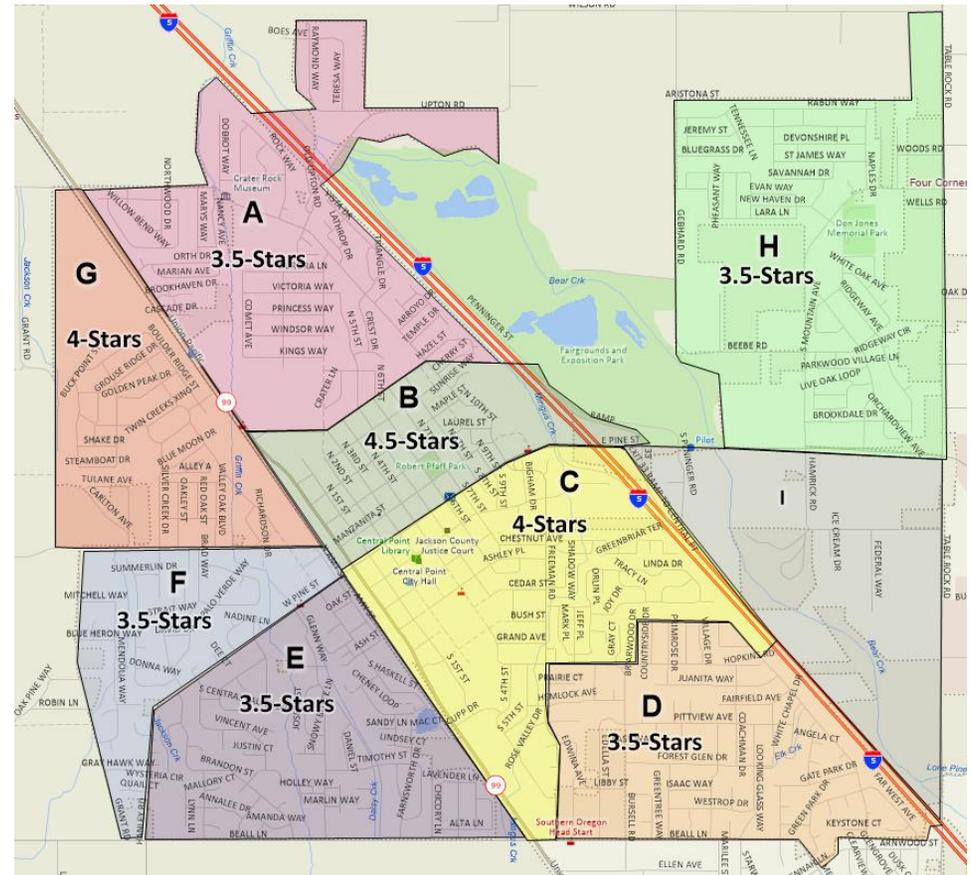
Those living in Area B give the city the highest overall rating. This is primarily due to significantly higher ratings for comparability to other communities and the value of services received.

TABLE 2: 5-STAR RATING BY NEIGHBORHOOD

| < 3.5- | 3.5-Star | 4- | 4.5/5- | Star |
|--------|----------|----|--------|------|
|--------|----------|----|--------|------|

MAP 2: 5-STAR RATING BY NEIGHBORHOOD

| | Star | Star | Star | Star | Rating |
|---------------------------|------|------|------|------|----------|
| Citywide | 37% | 16% | 15% | 31% | 4-Star |
| Area A (n=155) | 41% | 17% | 18% | 24% | 3.5-Star |
| Area B (n=51) | 14% | 10% | 20% | 56% | 4.5-Star |
| Area C (n=136) | 41% | 13% | 11% | 34% | 4-Star |
| Area D (n=166) | 36% | 20% | 14% | 29% | 3.5-Star |
| Area E (n=171) | 46% | 12% | 16% | 26% | 3.5-Star |
| Area F (n=87) | 38% | 19% | 12% | 31% | 3.5-Star |
| Area G (n=115) | 29% | 16% | 16% | 40% | 4-Star |
| Area H (n=173) | 36% | 18% | 17% | 29% | 3.5-Star |



5-Star Rating is a computed variable.
 Base: All respondents (n = 1,054)

Looking at the detailed ratings for the five questions that make up the-5-Star CityMarks index:

- Central Point’s performance is highest for the comparability to other communities.
- Central Point also does well for the overall quality of life, quality of City services, and the direction the City is headed.
- Compared to its ratings for the other questions, Central Point is given the lowest rating for the extent to which residents feel they are getting their money’s worth for the tax dollars they pay.

FIGURE 2: RATINGS FOR INDIVIDUAL 5-STAR INDEX QUESTIONS

| | | 2019 | | | | 2019 | |
|---|--|------|-------------|--|--|------|-------------|
| How would you rate the overall quality of life in Central Point? | % Combined Exceeds Expectations | | 90% | How would you rate the overall quality of services provided by the City of Central Point? | % Combined Exceeds Expectations | | 87% |
| | % Greatly Exceeds Expectations | | 24% | | % Greatly Exceeds Expectations | | 28% |
| | % Exceeds Expectations | | 66% | | % Exceeds Expectations | | 59% |
| | Mean | | 7.46 | | Mean | | 7.41 |
| Compared with other cities and towns, how would you rate Central Point as a place to live? | % Combined Better than Other Cities | | 88% | Overall, would you say that Central Point is headed in the right or wrong direction? | % Combined Right Direction | | 83% |
| | % Significantly Better | | 37% | | % Strongly Right Direction | | 28% |
| | % Better than Other Cities | | 51% | | % Somewhat Right Direction | | 55% |
| | Mean | | 7.74 | | Mean | | 7.34 |
| Do you feel that you are getting your money’s worth for your tax dollar or not? | % Combined Receiving Value | | 66% | | | | |
| | % Strongly Receive Value | | 16% | | | | |
| | % Somewhat Receive Value | | 49% | | | | |
| | Mean | | 6.34 | | | | |

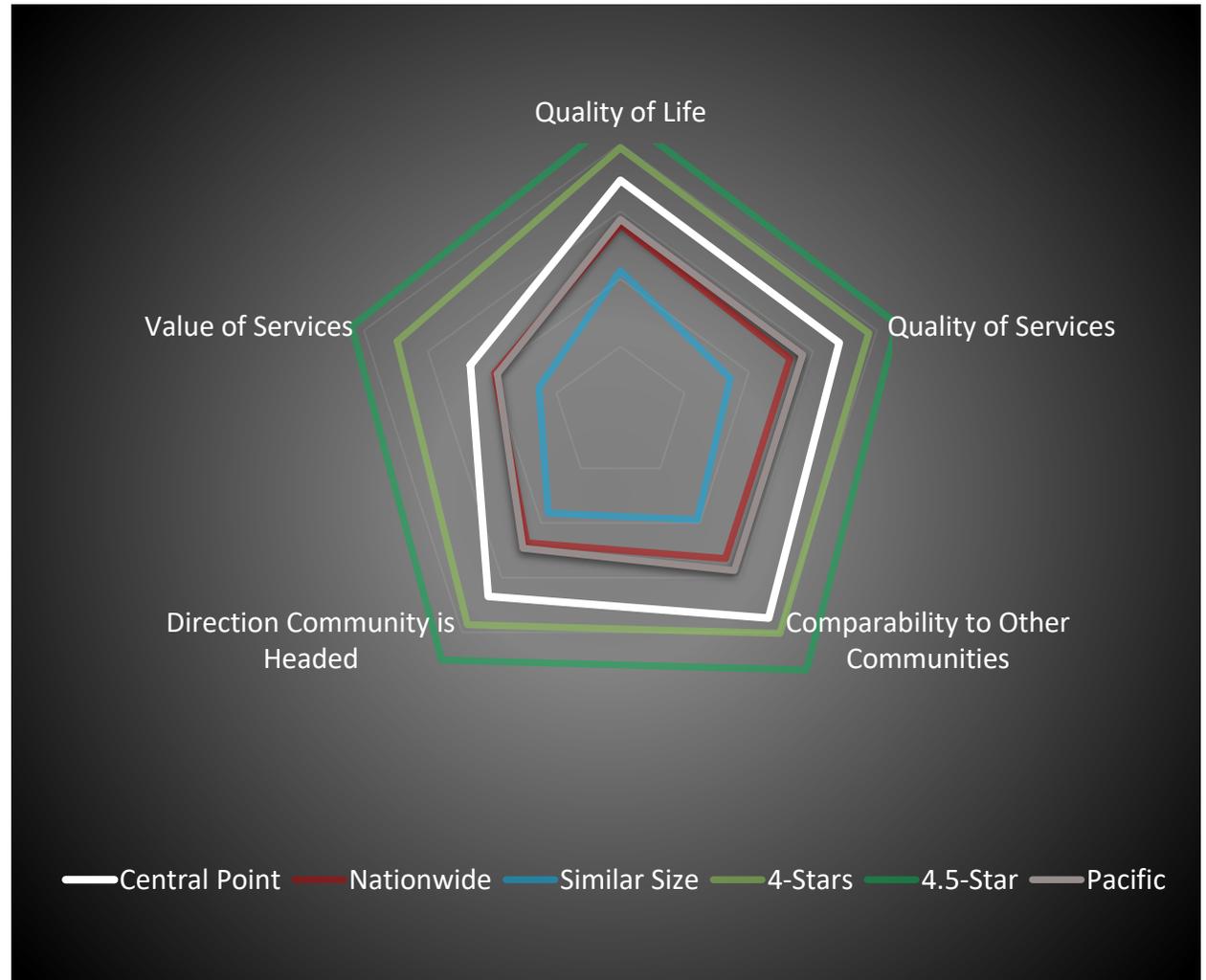
BENCHMARKING

When benchmarked against other 4-Star communities nationwide, Central Point. . .

FIGURE 3: CENTRAL POINT’S KEY METRICS BENCHMARKED

- Performs similarly regarding quality of life and comparability to other communities,
- But underperforms in terms of the value of services for tax-dollar paid

When benchmarked against other communities in the Pacific Census Division as well as those of similar size Central Point Exceeds these communities in all five areas.



KEY FINDINGS:
THINGS ENJOYED MOST ABOUT LIVING IN
CENTRAL POINT

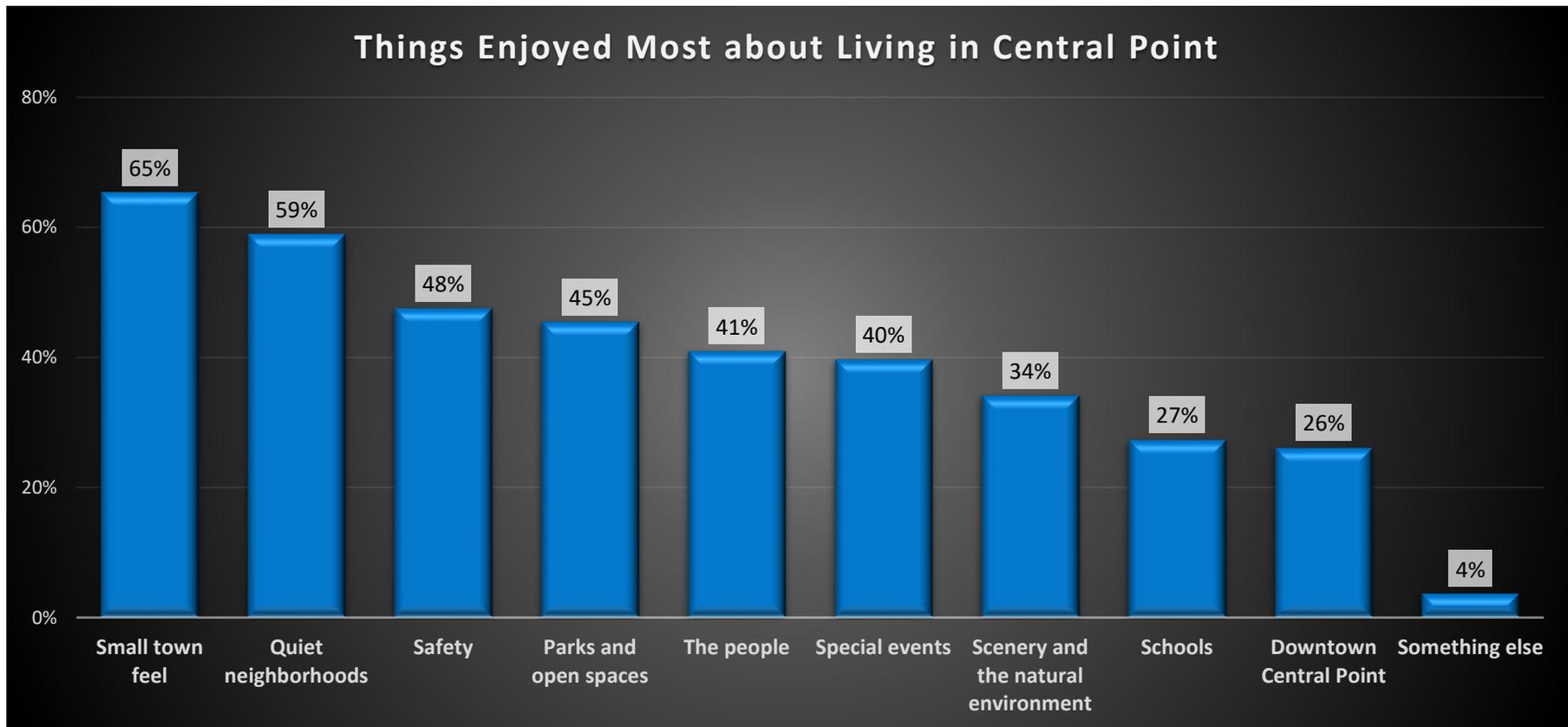
THINGS ENJOYED MOST ABOUT LIVING IN CENTRAL POINT

OVERALL

Residents were provided a list of attributes and asked to indicate which one(s) they enjoyed most about living in Central Point.

- Selected most often was the small-town feel (65%), followed closely by quiet neighborhoods.
- Next on the rung was safety, parks and open spaces, the people, and special events.
- Less often inclusions were the natural environment, schools, and downtown.

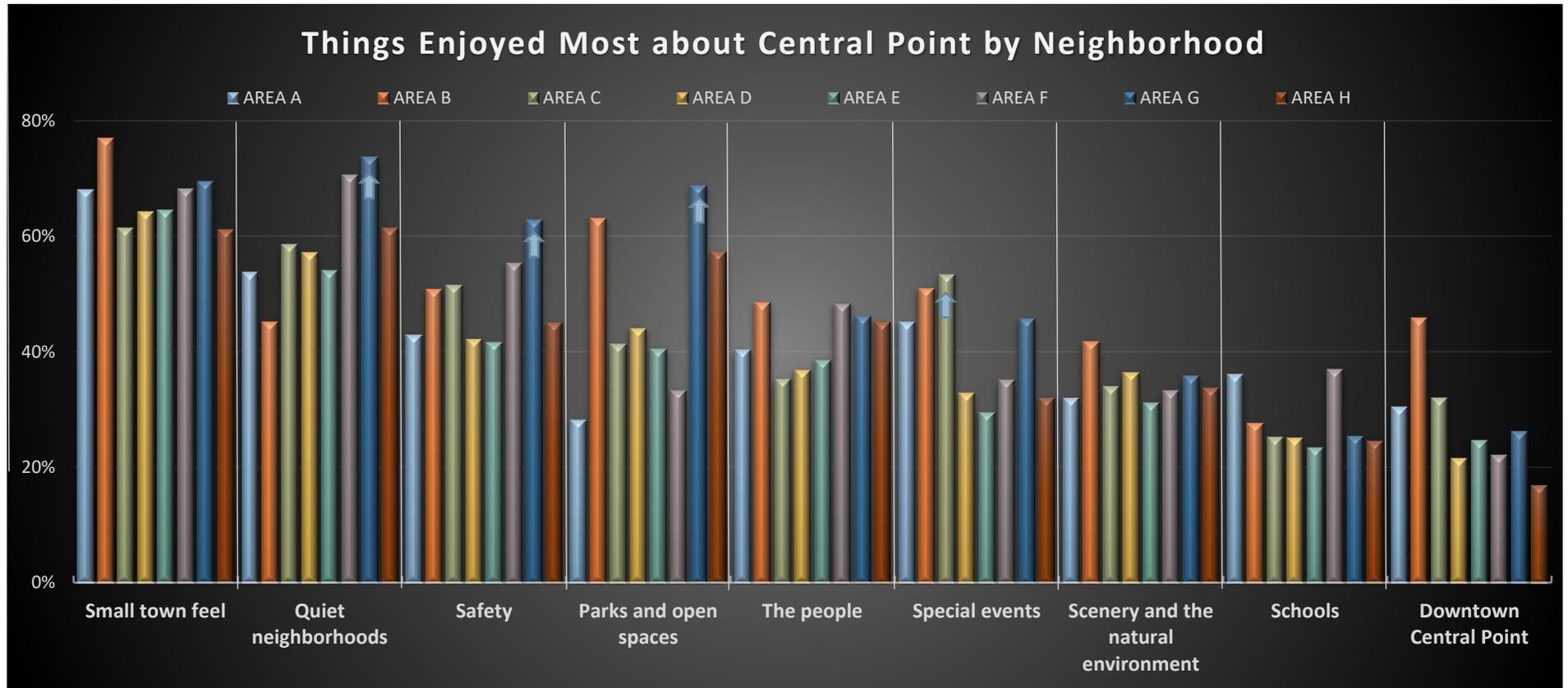
FIGURE 4: THINGS ENJOYED MOST ABOUT LIVING IN CENTRAL POINT



GQ1— Which of the following do you enjoy most about living in Central Point? (multiple select, sum may add to >100%)
Base: All respondents (n = 1,054)

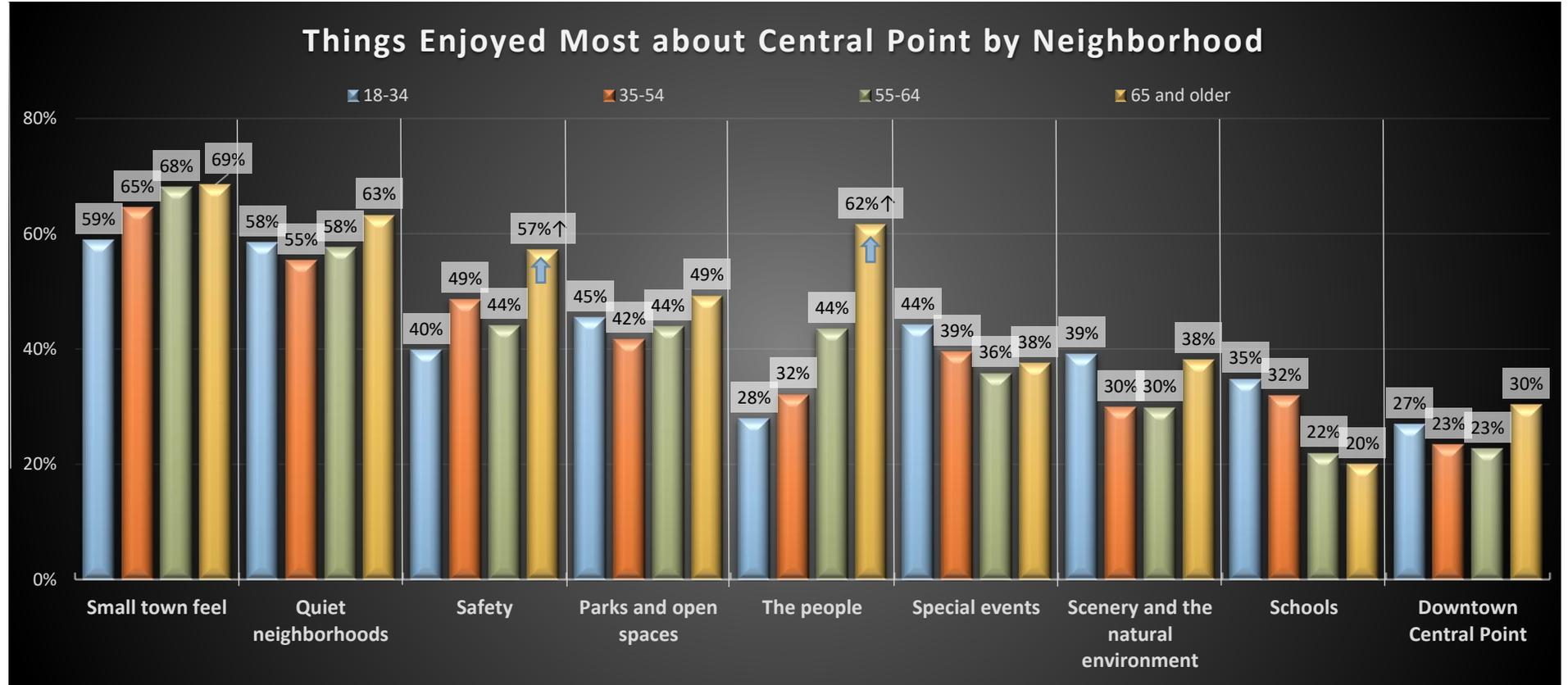
THINGS ENJOYED MOST BY NEIGHBORHOOD

Residents in different neighborhoods find value in different things, especially those living in Area G who are most likely to mention enjoying quiet neighborhoods, safety, and parks and open spaces. Residents Area C are most likely to mention special events.



THINGS ENJOYED MOST BY AGE

The only notable demographic-based differences are those based on age where older residents are most likely to mention safety and the people.



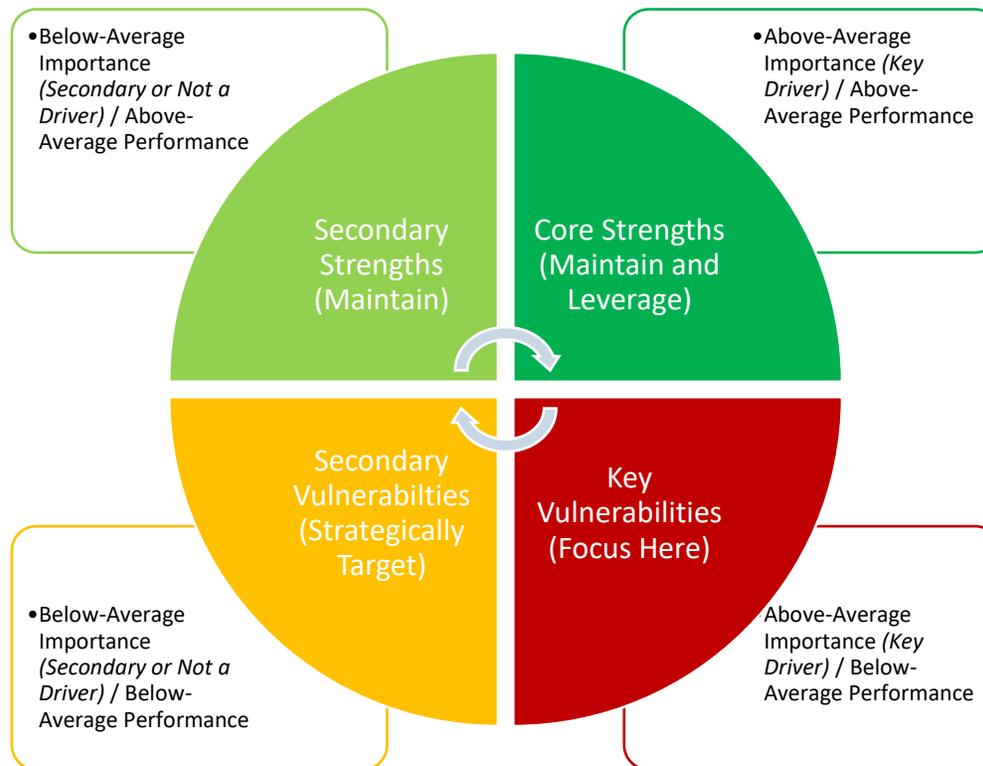
KEY FINDINGS:
IMPORTANCE AND PERFORMANCE
PRIMARY CITY SERVICES

OVERVIEW OF ANALYSIS

The questionnaire contained 10 questions regarding residents' perceptions of the quality of various aspects of the City of Central Point. A combination of factor-and regression analysis was performed to group these questions into two overall dimensions as illustrated below.

| Physical Attributes | Government Performance |
|---|--|
| <ul style="list-style-type: none"> • Overall physical appearance of the City • Traffic flow on major streets • Ease of walking • Cleanliness of public spaces • Small town look and feel | <ul style="list-style-type: none"> • Ease of contacting my Council members • The City's job keeping residents informed • Ease of making a utility bill payment • Confidence in Police department • Experiences with Central Point employees |

Key Drivers Analysis uses regression analysis to look at relationships between the overall dimensions or the attributes within each dimension and Central Point's 5-Star Rating and identifies those that have the greatest influence on Central Point's 5-Star Rating. Based on the importance of the dimension and individual attributes and residents' ratings of performance on these dimensions / attributes, each dimension / attribute is plotted on two-dimensional space which quickly identifies Central Point's strengths and vulnerabilities as well as the corresponding strategies as illustrated below.

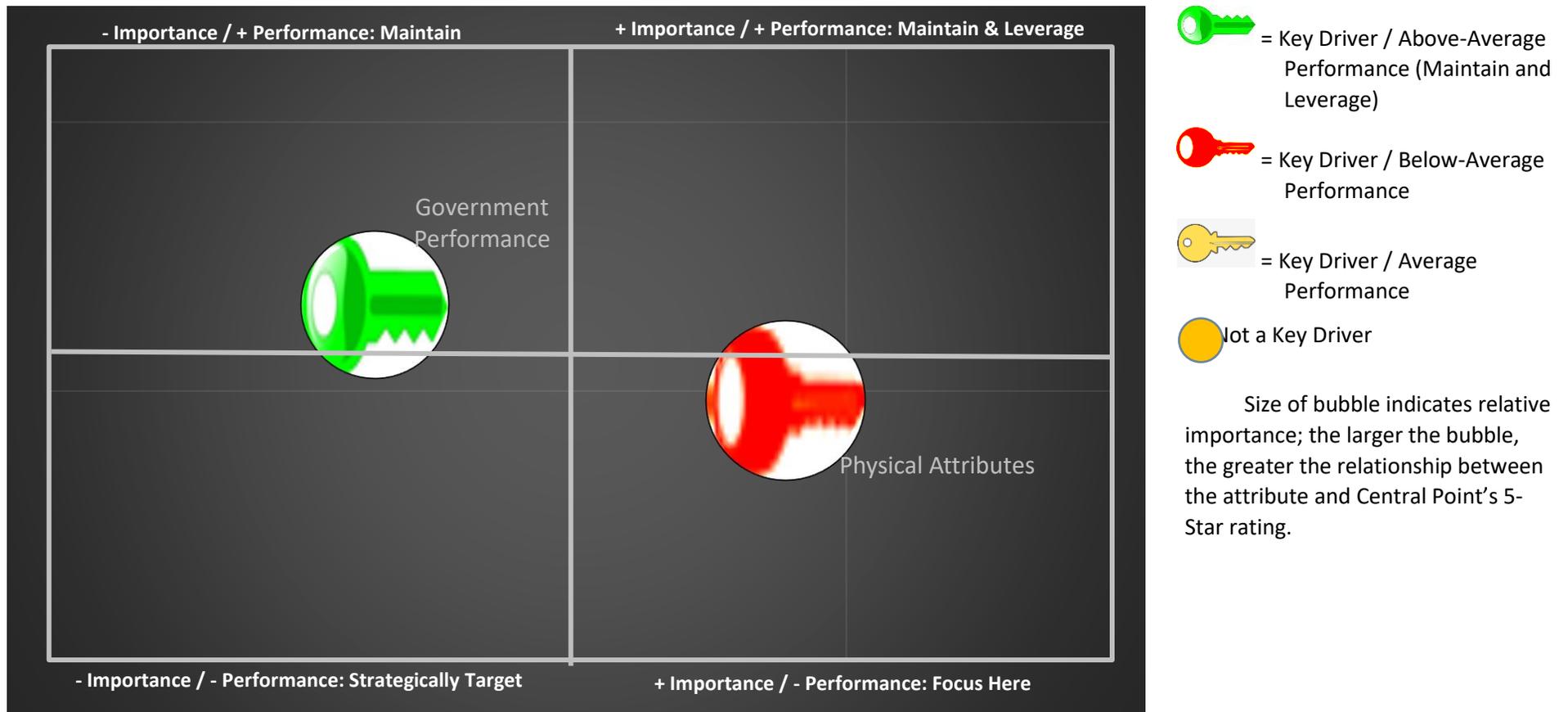


OVERALL KEY DRIVERS AND PERFORMANCE

The first step in the analysis is to identify the extent to which each of the overall dimensions of service impact Central Point's 5-Star Rating.

- Both dimensions have a significant impact on resident's overall opinions of Central Point though residents place more importance on Physical Attributes more than they do Government Performance.
- Objectively, both dimensions receive strong ratings: Government Performance receives a rating of 8.08 on a scale from 0 to 10 and Physical Attributes receives a rating of 7.37 on the same scale.
- Key drivers and performance use relative ratings, comparing each dimension against the other, and each attribute against the other attributes within that dimension. This means that even though both dimensions achieve above-average ratings overall, physical attributes not only has a greater impact on Central Point's 5-Star rating, but is also rated lower than Government Performance.

FIGURE 5: KEY DRIVERS AND PERFORMANCE: OVERALL (2019)



KEY DRIVERS AND PERFORMANCE ON THE INDIVIDUAL DIMENSIONS

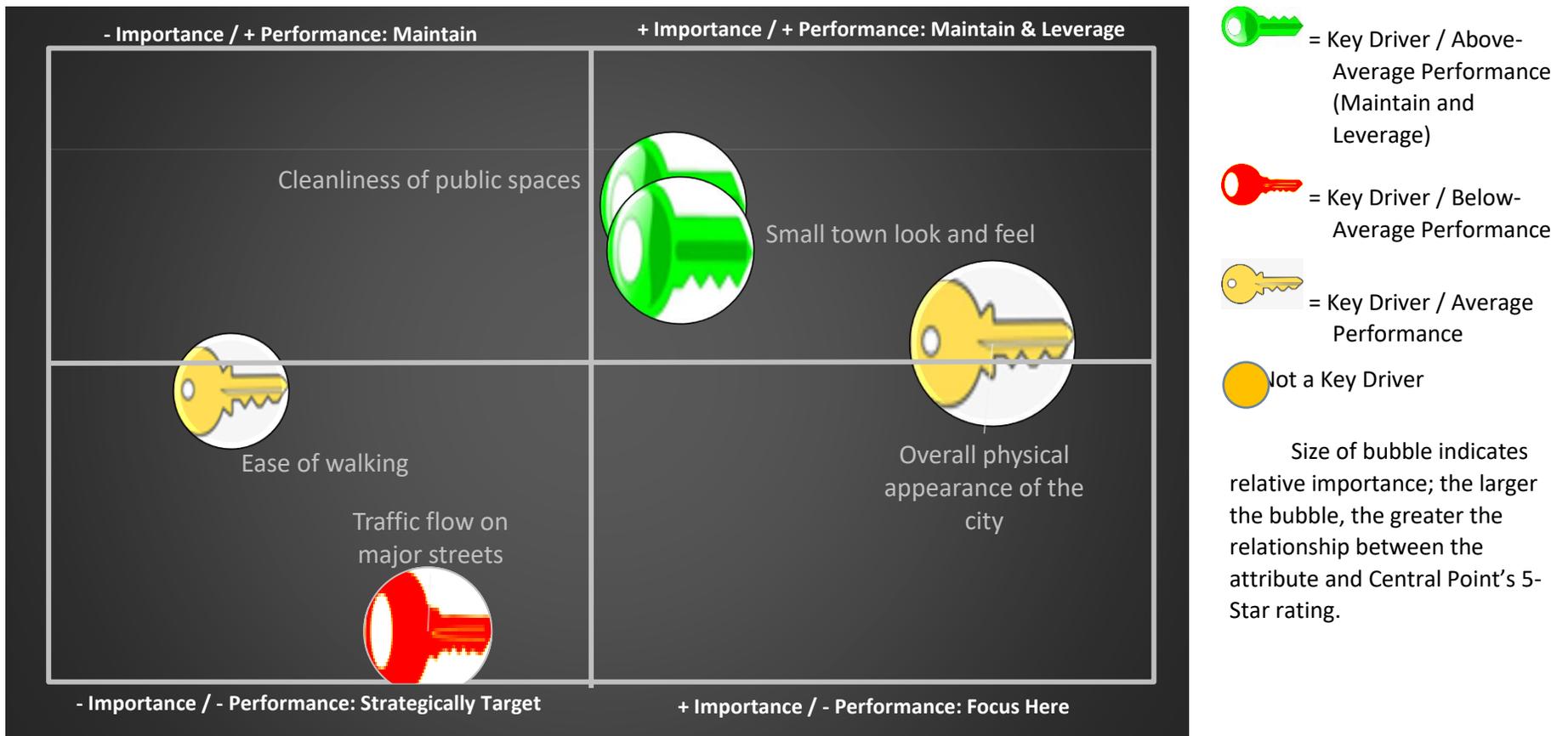
The balance of this analysis then looks at the impact of each of the attributes within each dimension.

PHYSICAL ATTRIBUTES

KEY DRIVERS AND PERFORMANCE

All five elements of Central Point's physical attributes are key drivers of the City's overall 5-Star rating. The overall physical appearance of the City is the largest driver and relative to the other four attributes achieves an average rating. While less important, traffic flow is the area that could use the most improvement.

FIGURE 6: KEY DRIVERS AND PERFORMANCE: PHYSICAL ATTRIBUTES

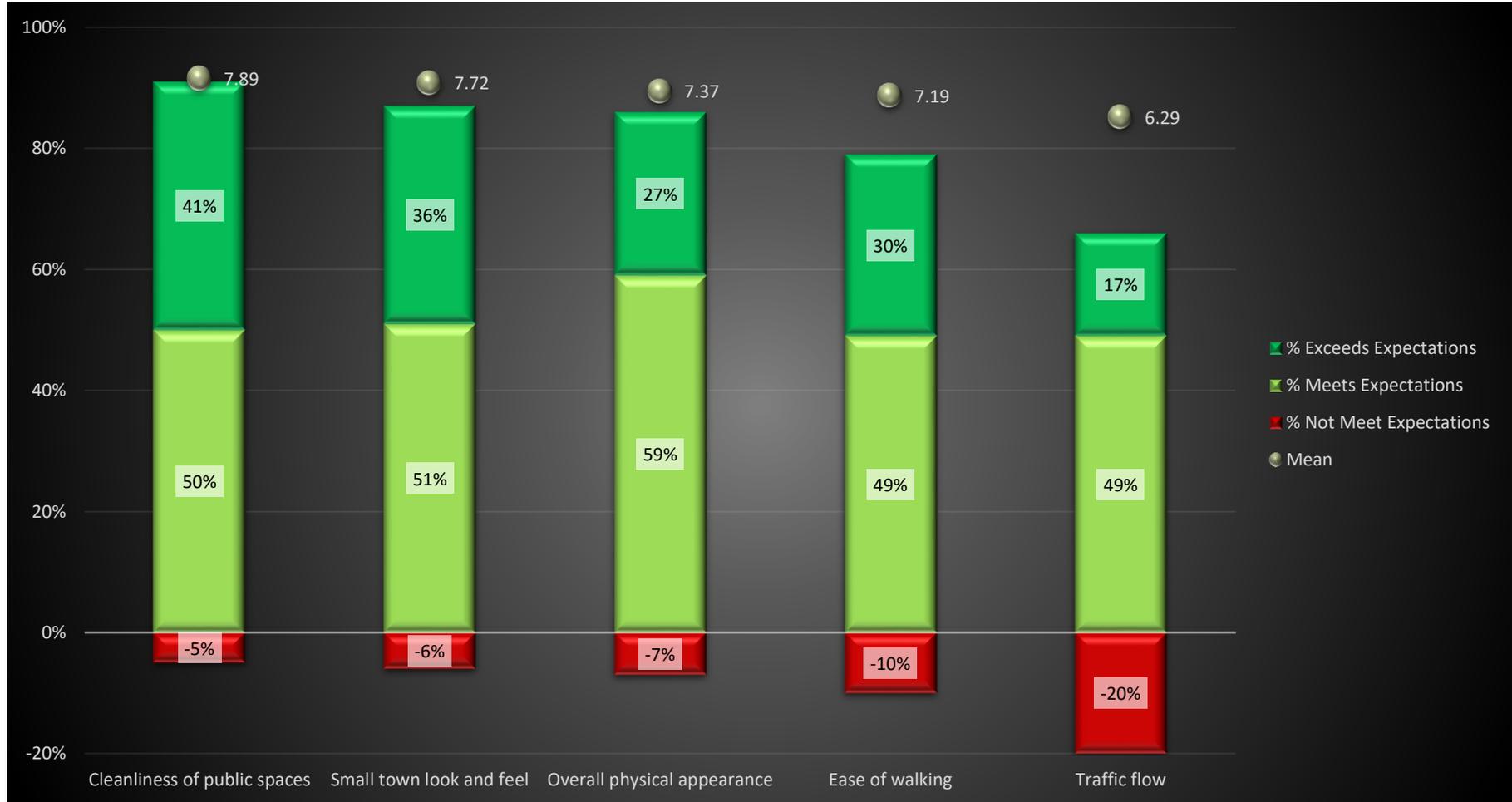


PHYSICAL ATTRIBUTES RATINGS

Traffic flow is the area most in need of improvement. While two out of three residents are positive, traffic flow receives twice the number of negative responses as the other attributes. It is recommended to continue monitoring these attitudes.

As mentioned on the previous page, the largest driver is the overall physical appearance of the City and while the vast majority of residents have a positive opinion about this, this attribute receives a lower percentage of very positive ratings and the largest percentage of somewhat positive ratings, suggesting that some aspect of physical appearance may be lacking.

FIGURE 7: PHYSICAL ATTRIBUTE RATINGS



Mean based on 11-point scale where "0" means "does not meet expectations" and "10" means "greatly exceeds expectations"

Base: All respondents (n = 1,054)

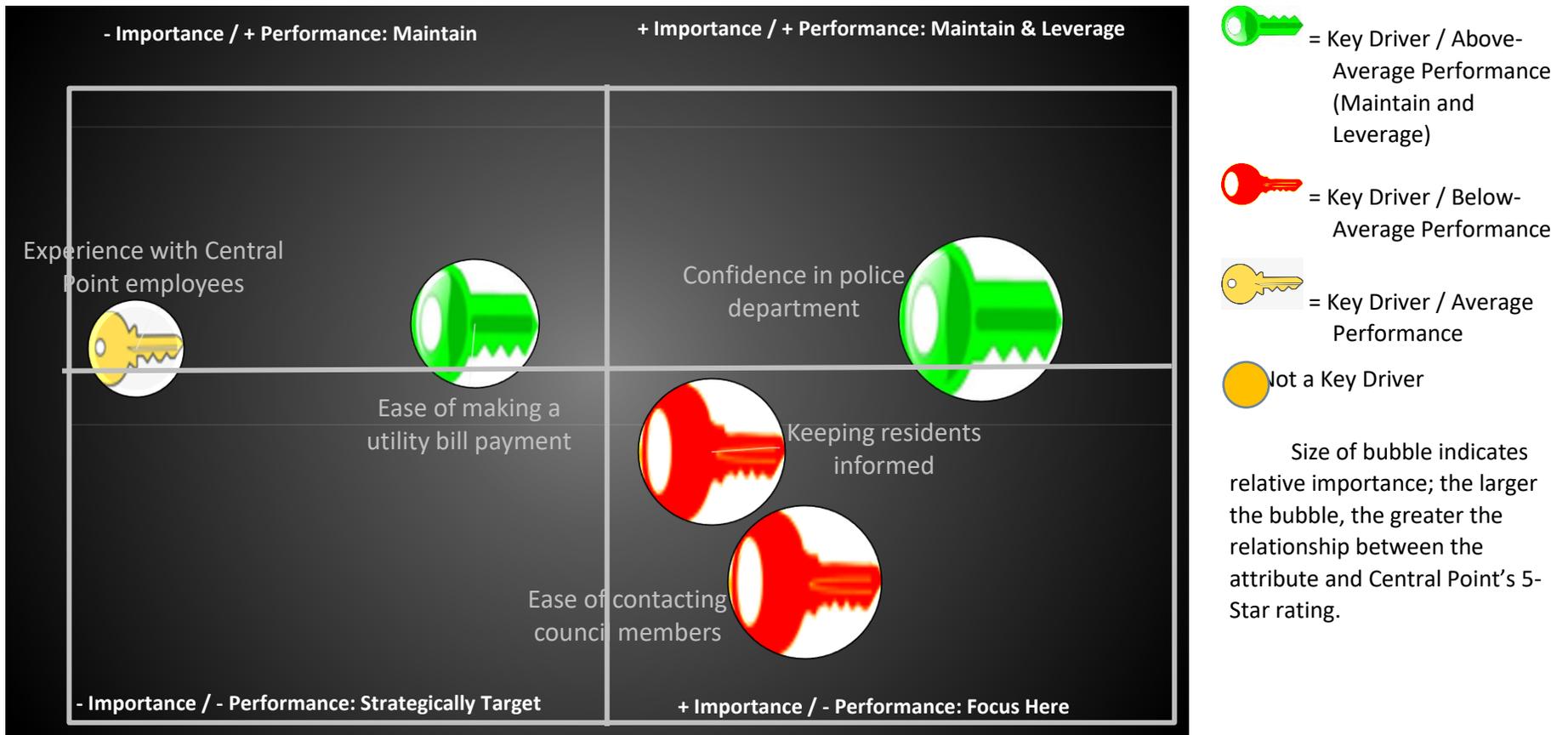
GOVERNMENT PERFORMANCE

KEY DRIVERS AND PERFORMANCE

Five aspects of government performance were evaluated. All are significant drivers of Central Point's overall rating.

- Confidence in police department to provide a safe and secure community has the greatest impact on Central Point's 5-Star rating and receives the highest rating within this group.
- Areas of focus are the ease of contacting Council members and keeping residents informed. Both are of high importance with relatively low ratings.

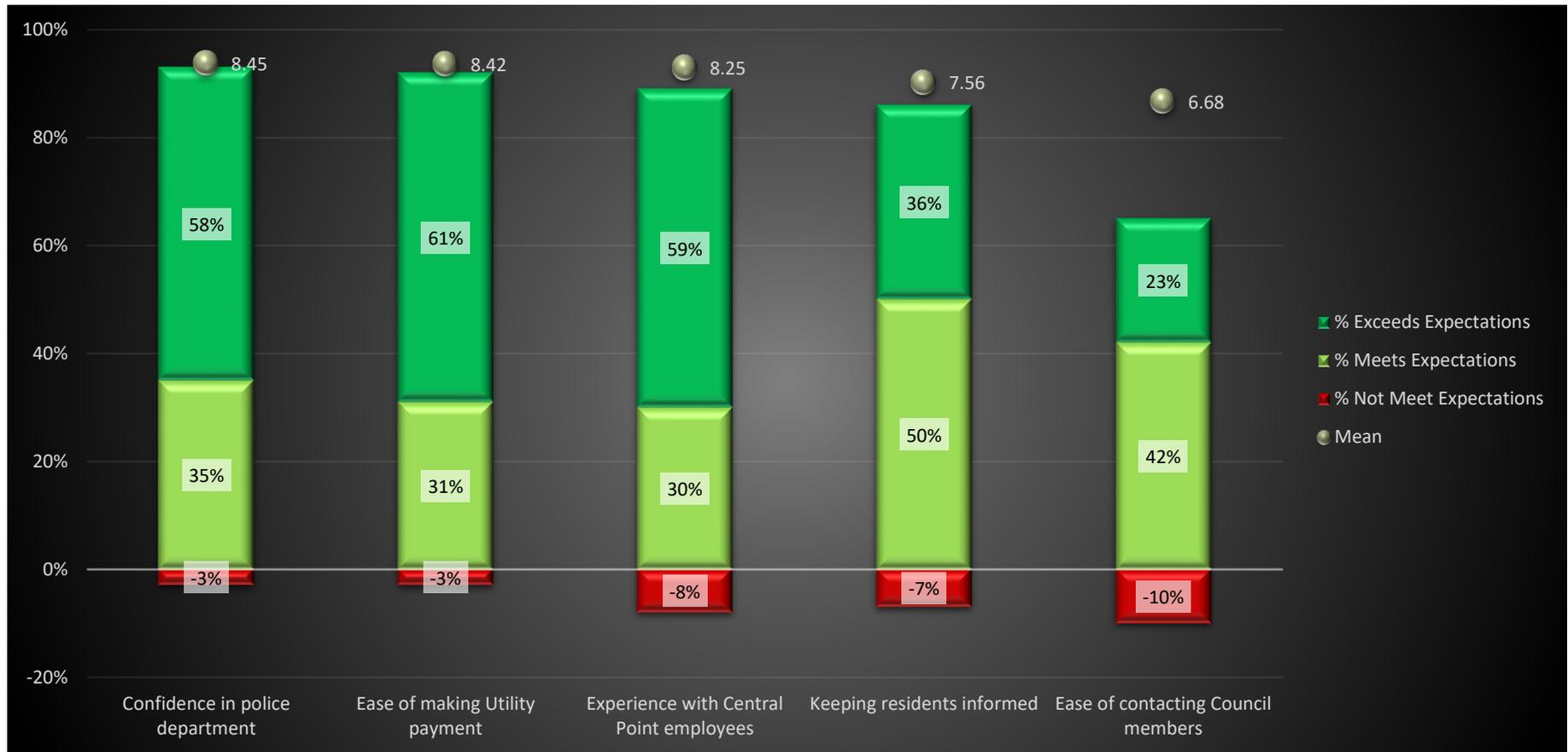
FIGURE 8: KEY DRIVERS AND PERFORMANCE: GOVERNMENT PERFORMANCE



GOVERNMENT PERFORMANCE RATINGS

Government performance is a good area on which to focus as these are items that the City have direct control over. While two items are mentioned on the previous page as being in need of improvement, one in particular deserves special attention; the ease of contacting council members. While two-thirds of residents give a positive rating, one out of ten gives a negative rating and one quarter give neutral ratings. It would be worth pursuing additional information from this ten percent to find out why they feel this way as this could suggest no attempt to contact Council members or that they are unaware of ways to do so. Additionally, it is recommended for future surveys to ask if residents have attempted to contact council members. Asking this question will allow the ability to cross-tabulate those results with opinions regarding ease so as to determine if there is an actual issue contacting council members, or if there is just a perceived issue.

FIGURE 9: GOVERNMENT PERFORMANCE RATINGS



Mean based on 11-point scale where "0" means "does not meet expectations" and "10" means "greatly exceeds expectations"

Base: All respondents (n = 1,054)

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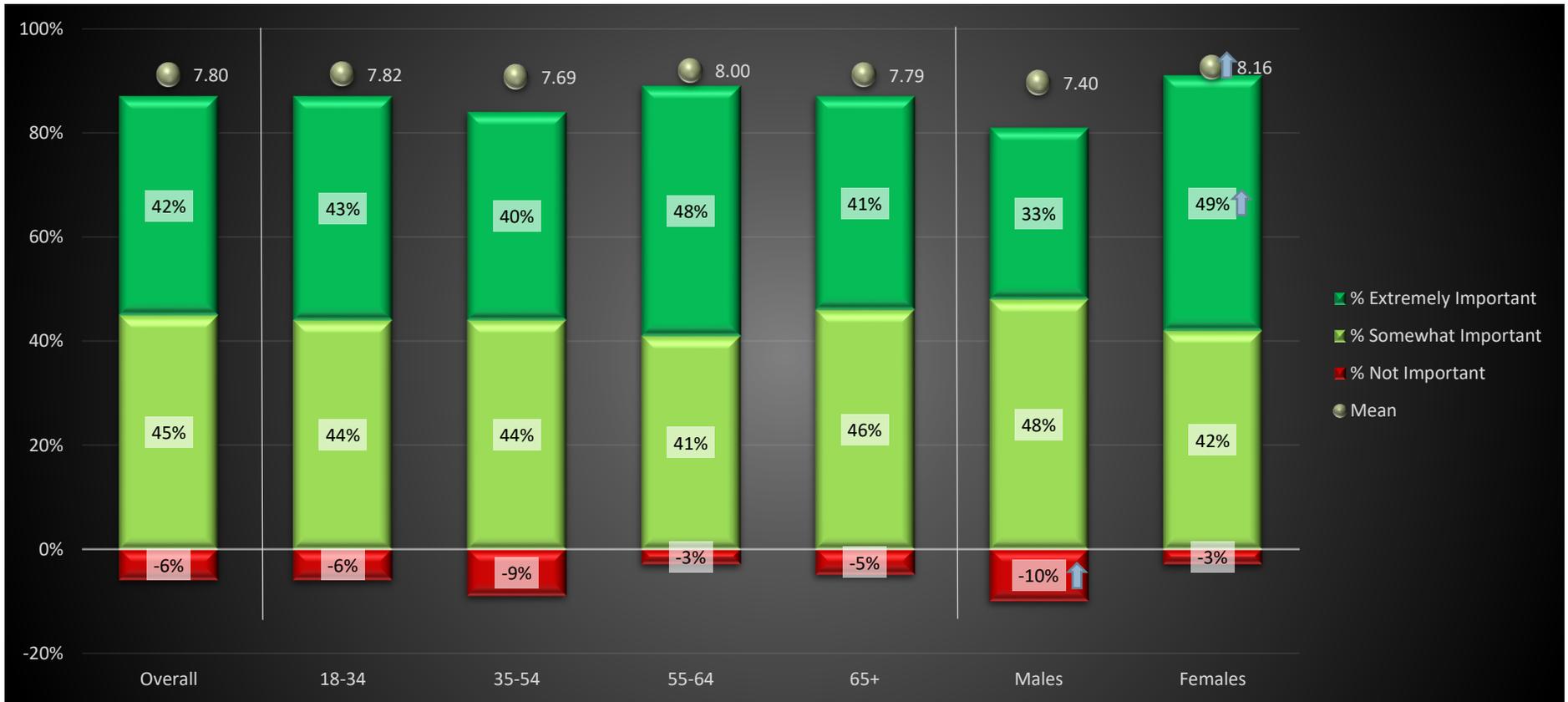
KEY FINDINGS: DOWNTOWN CENTRAL POINT

DOWNTOWN CENTRAL POINT

IMPORTANCE OF DOWNTOWN

Nearly nine in ten residents indicate that Central Point's downtown is important to the overall image of the City. Importance is highest among women as well as residents living in Areas B and H.

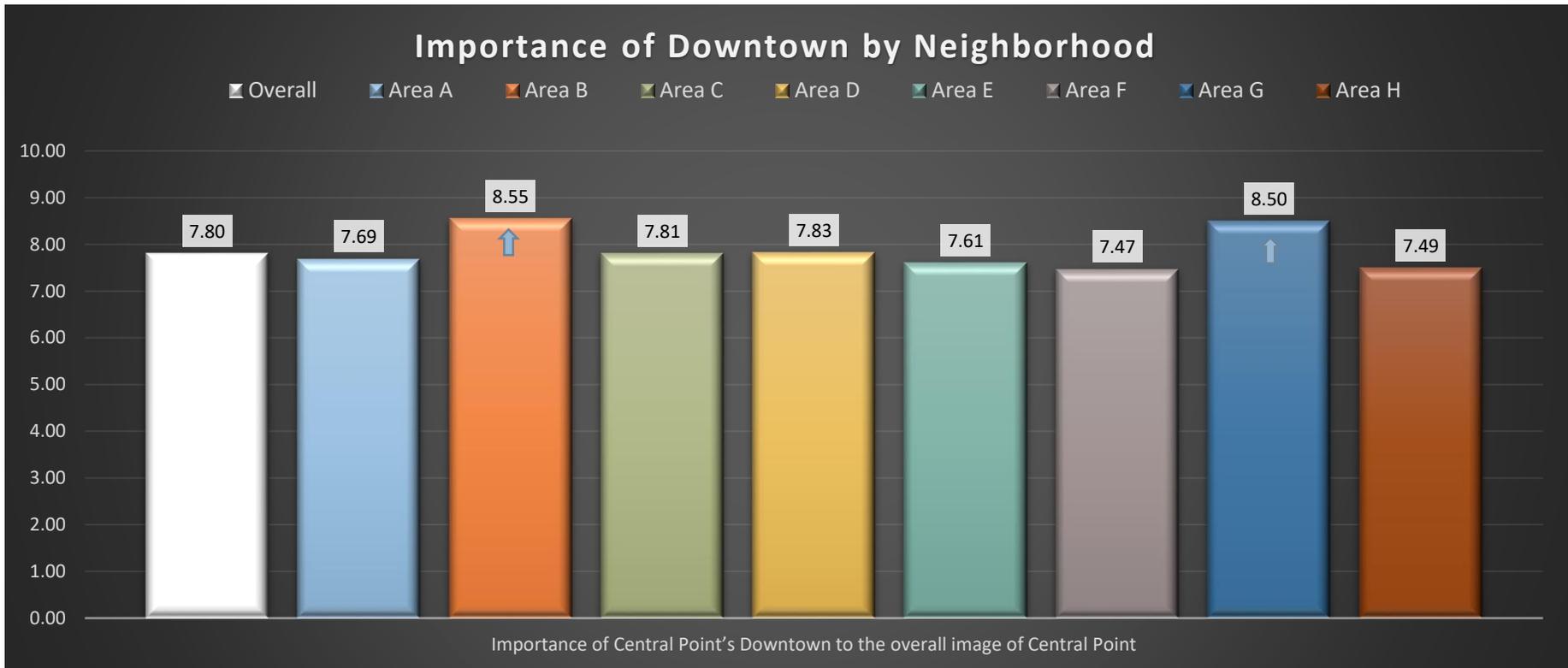
FIGURE 10: IMPORTANCE OF DOWNTOWN TO OVERALL IMAGE OF CENTRAL POINT



PLAN1 - How would you rate the importance of Central Point's Downtown to the overall image of Central Point?

Base: All Respondents (n = 1,054)

FIGURE 11: IMPORTANCE OF DOWNTOWN BY NEIGHBORHOOD



PLAN1 - How would you rate the importance of Central Point's Downtown to the overall image of Central Point?

Base: All Respondents (n = 1,054)

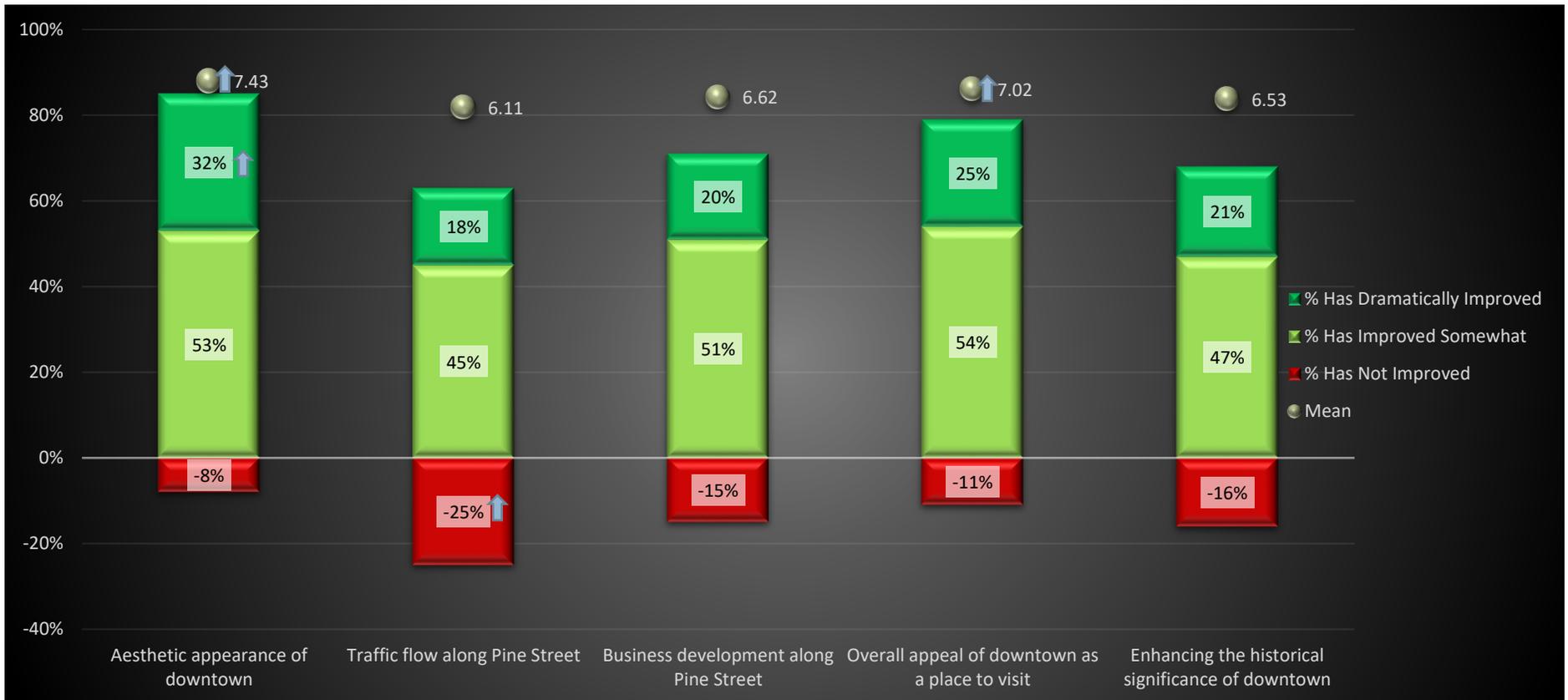
DOWNTOWN IMPROVEMENTS

Residents were also asked to provide their feedback regarding various work projects in downtown Central Point and if these projects have resulted in improvements in the area.

The most notable improvements have been those made to the aesthetic appearance of downtown as well as the overall appeal of downtown as a place to visit. All of these are more important among residents who live in Area B than residents living in other areas.

An area of some concern is the traffic flow along Pine Street. Nearly one-in-four residents state that this has not improved. This is significant when compared to the other areas residents were asked to rate.

FIGURE 12: IMPROVEMENTS / WORK PERFORMED IN DOWNTOWN CENTRAL POINT



PLAN1 - How would you rate the recent work performed in downtown Central Point?

Base: All Respondents (n = 1,054)

KEY FINDINGS: PLANNING AND IMPROVEMENTS

FINANCIAL PRIORITIES

FINANCIAL PRIORITIES

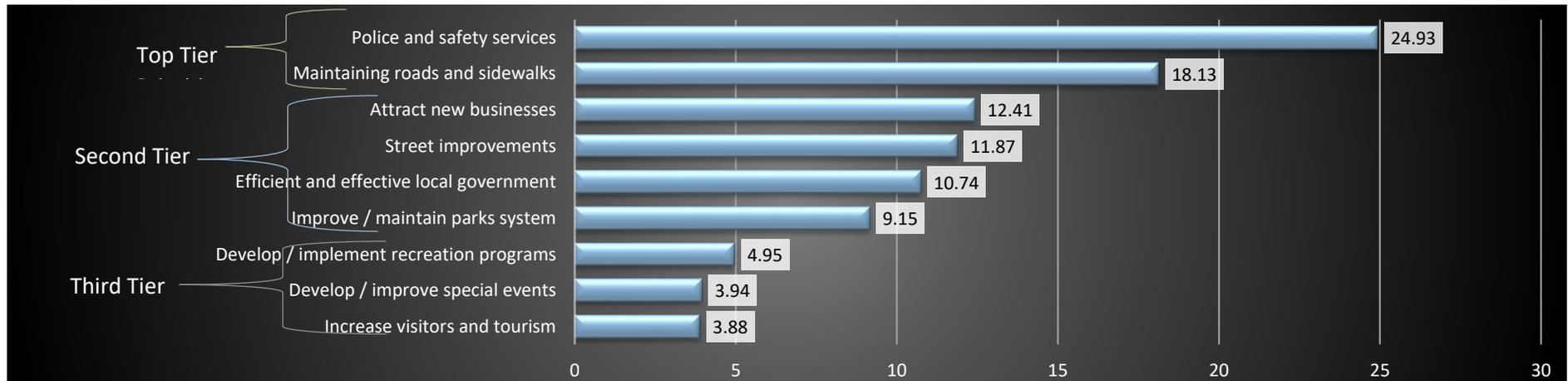
Many surveys ask residents to rank or rate the importance of different aspects of city government. The problem with this approach is that most residents feel that everything is important and there is little variance in ratings, or in the case of rankings there is no way to understand the distance between ranked items. Rather than using either of these approaches we used MaxDiff Scaling, a survey technique used to derive importance or preferences. MaxDiff Scaling results in rank-order of importance, but it provides an actual measure of how much more important one item is versus another.

The City identified nine key areas representing different functions of government: public and safety services, maintaining roads and sidewalks, attracting new businesses, street improvements, efficient and effective local governance, continued maintenance and improvements to the parks system, development and implementation of recreation programs, special events, and increasing visitors and tourism.

Respondents were shown a screen containing three out of the nine functions and were asked to identify which of the three is most important and which is least important. The analysis is akin to asking a person, "If you were on a limited budget and could only afford two of these three items, which one must be kept and which one would you cut?" This puts respondents in a position where they must make real trade-offs. They must pick something as a top priority and they must pick something as a low priority.

- Top tier functions are: Police and safety services and Maintaining roads and sidewalks
- Second tier functions are: Attracting new industries and businesses, Street improvements, Efficient and effective local government, Improve and maintain the physical parks system.
- Functions regarding Recreation programs, Special events, and Tourism are given very low priority among residents.

FIGURE 13: OVERALL CITY PRIORITIES



MaxDiff analysis Base: All respondents

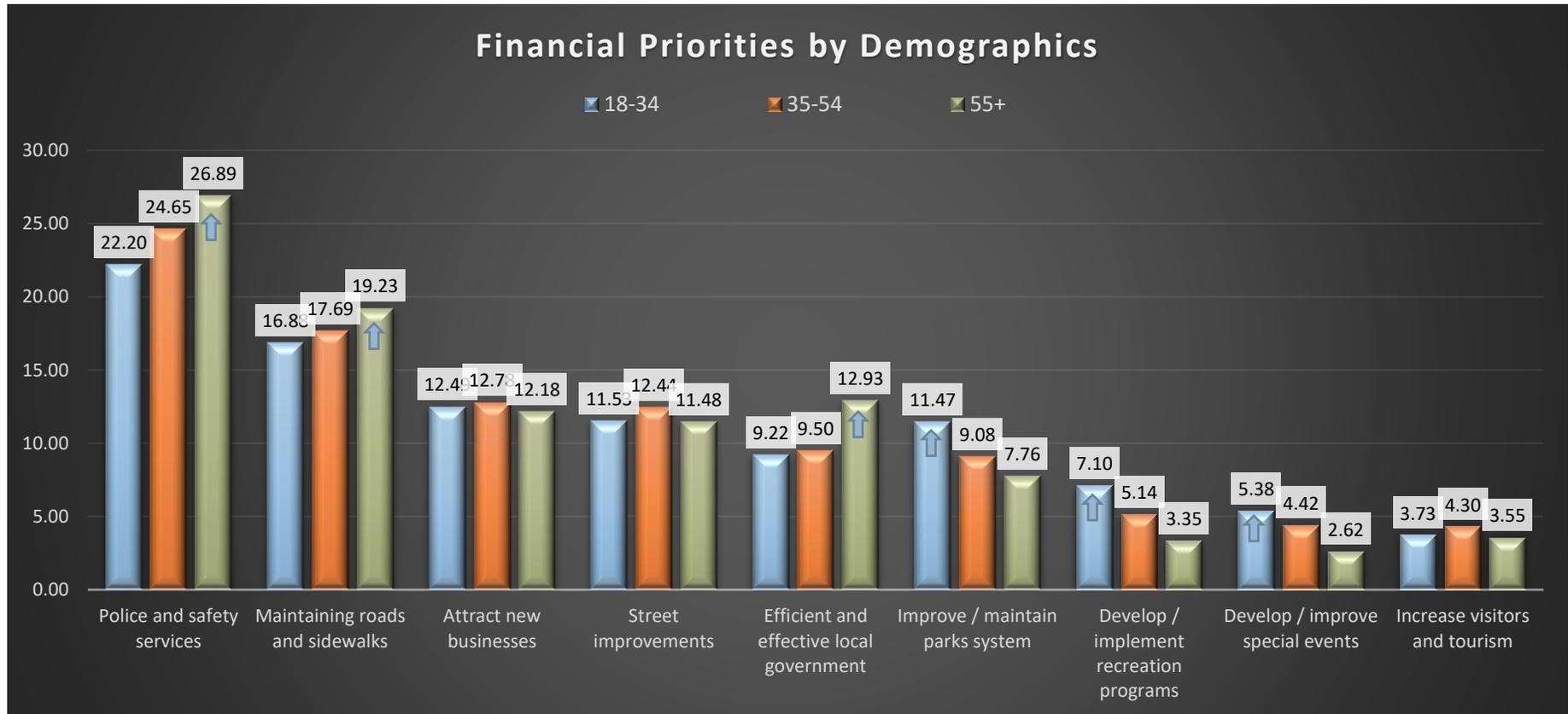
FINANCIAL PRIORITIES BY AGE

Generally speaking, there is broad agreement regarding the financial priorities of residents, though there are a few notable differences between residents of different age groups.

Older residents are significantly more likely than younger residents to stress the importance of police and safety services, maintaining roads and sidewalks, and having an efficient and effective local government.

Younger residents are more likely than older residents to stress the importance of the parks system, recreation programs, and special events.

FIGURE 14: FINANCIAL PRIORITIES BY AGE

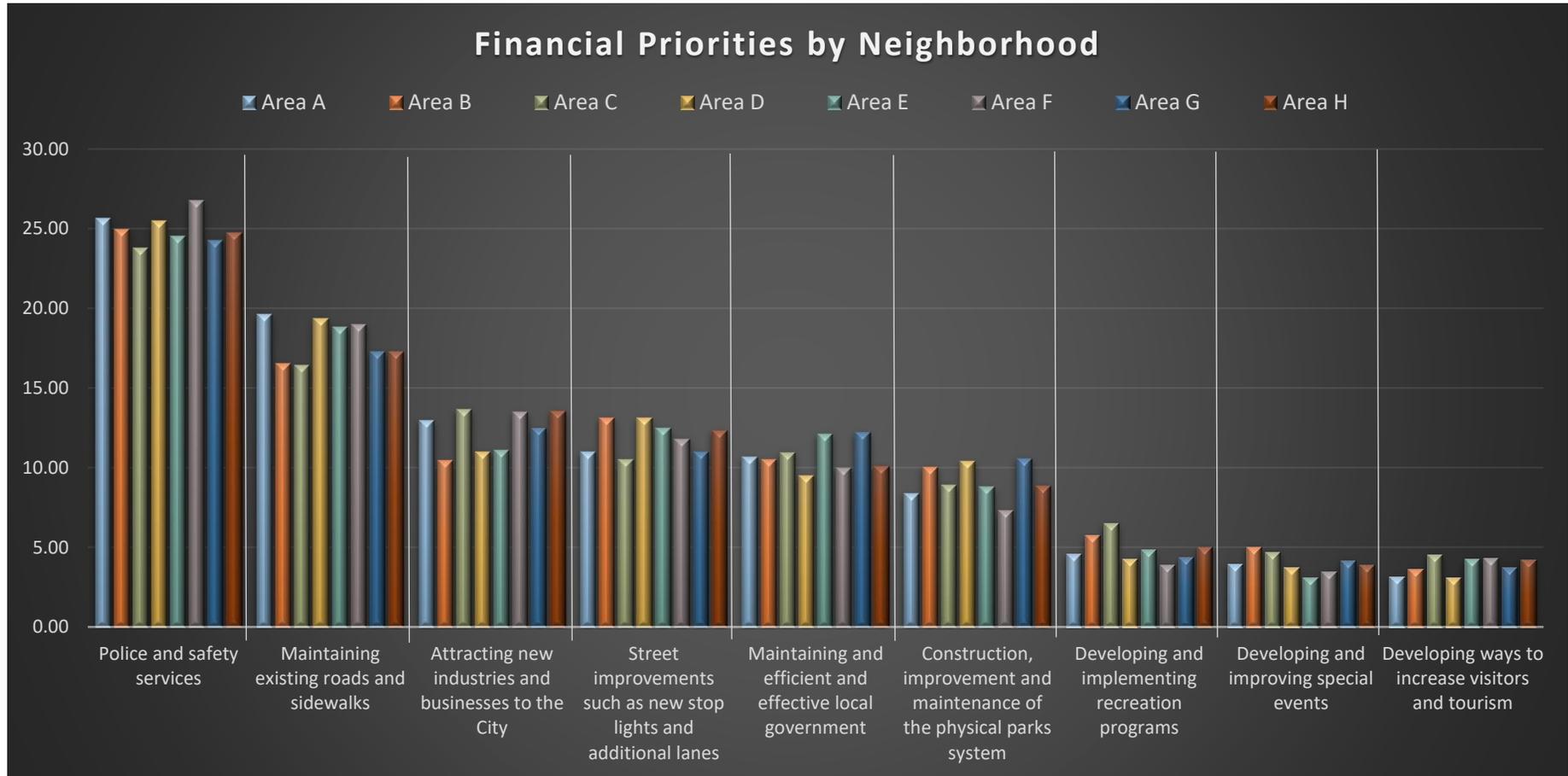


MaxDiff analysis Base: All respondents

FINANCIAL PRIORITIES BY NEIGHBORHOOD

Examined across neighborhoods there are no significant differences in financial priorities.

FIGURE 15: FINANCIAL PRIORITIES BY NEIGHBORHOOD



MaxDiff analysis Base: All respondents

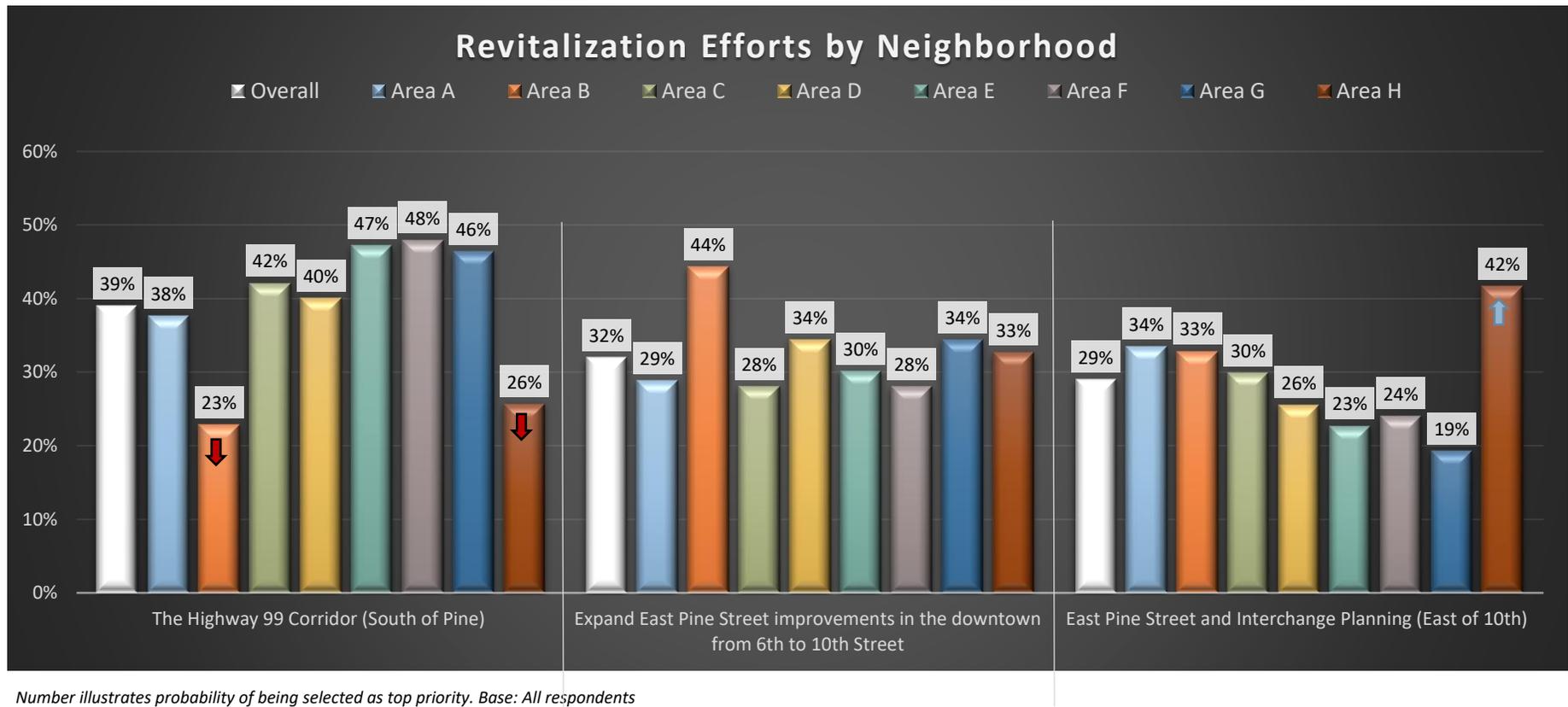
REVITALIZATION EFFORTS

REVITALIZATION EFFORTS

Residents were asked to rank the importance of three potential revitalization projects. The chart below provides the overall likelihood of that project being top-ranked. The importance of these projects is strongly related to the areas that will be impacted by the improvements, as well as the stage of the revitalization effort. For example, improvements to the Highway 99 Corridor South of Pine is the highest ranked revitalization effort, though this is substantially less important to residents living in Area B or H, most likely because this is already complete, and residents have moved on.

The other item to note is the strong importance of the East Pine Street and Interchange planning among residents in Area H.

FIGURE 16: REVITALIZATION EFFORTS BY NEIGHBORHOOD



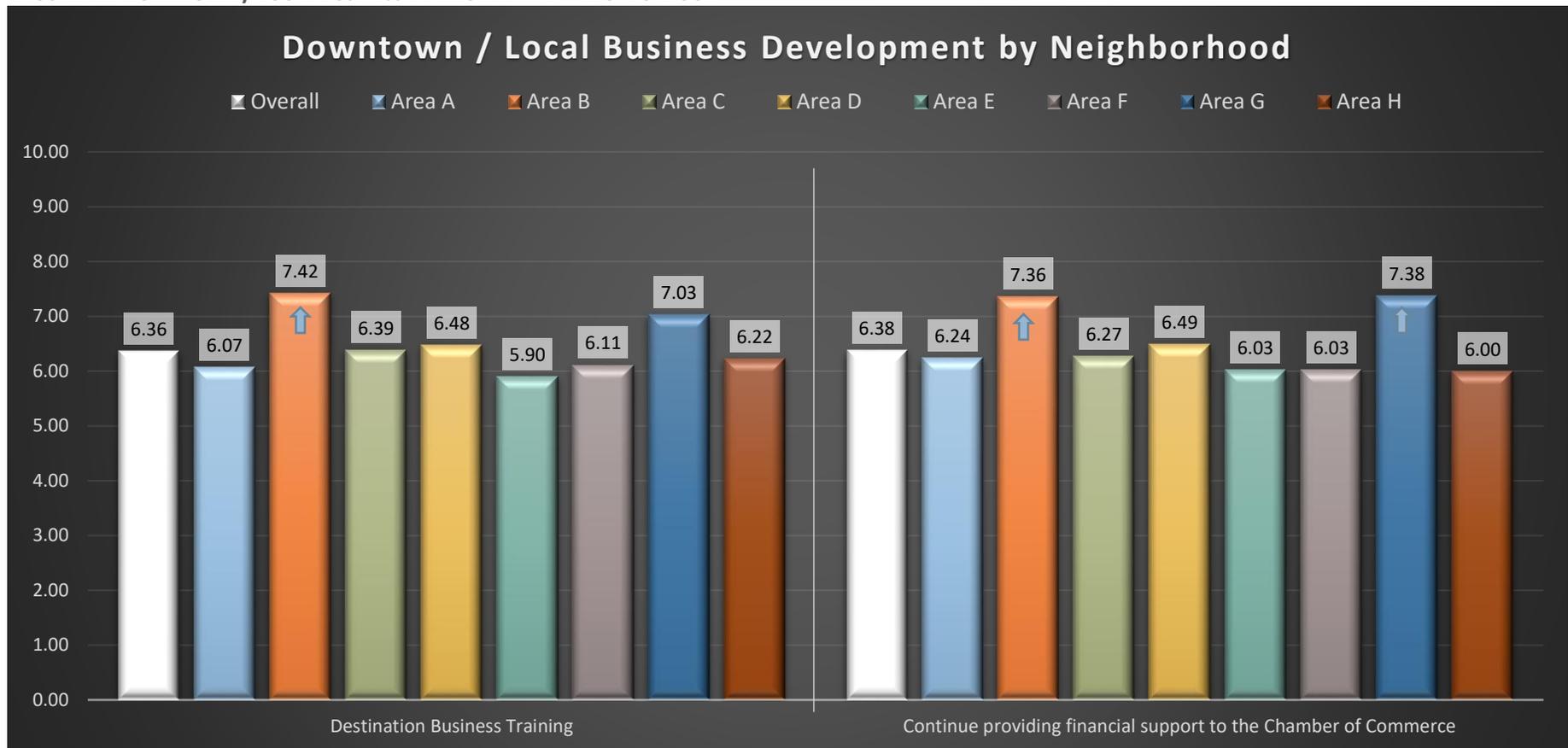
DOWNTOWN / LOCAL BUSINESS DEVELOPMENT

DOWNTOWN / LOCAL BUSINESS DEVELOPMENT

In general residents feel that City-run efforts toward downtown and local business development are somewhat important. Mean scores hover around 6 or 7 on a scale from 0 to 10. Residents living in Area B are significantly more likely than other residents feel both initiatives are important. Similarly, residents in Area G are significantly more likely than others to feel supporting the Chamber of Commerce is important.

There are no differences based on demographics.

FIGURE 17: DOWNTOWN / LOCAL BUSINESS DEVELOPMENT BY NEIGHBORHOOD



Mean based on 11-point scale where "0" means "not important at all" and "10" means "extremely important"
 Base: All respondents (n = 1,054)

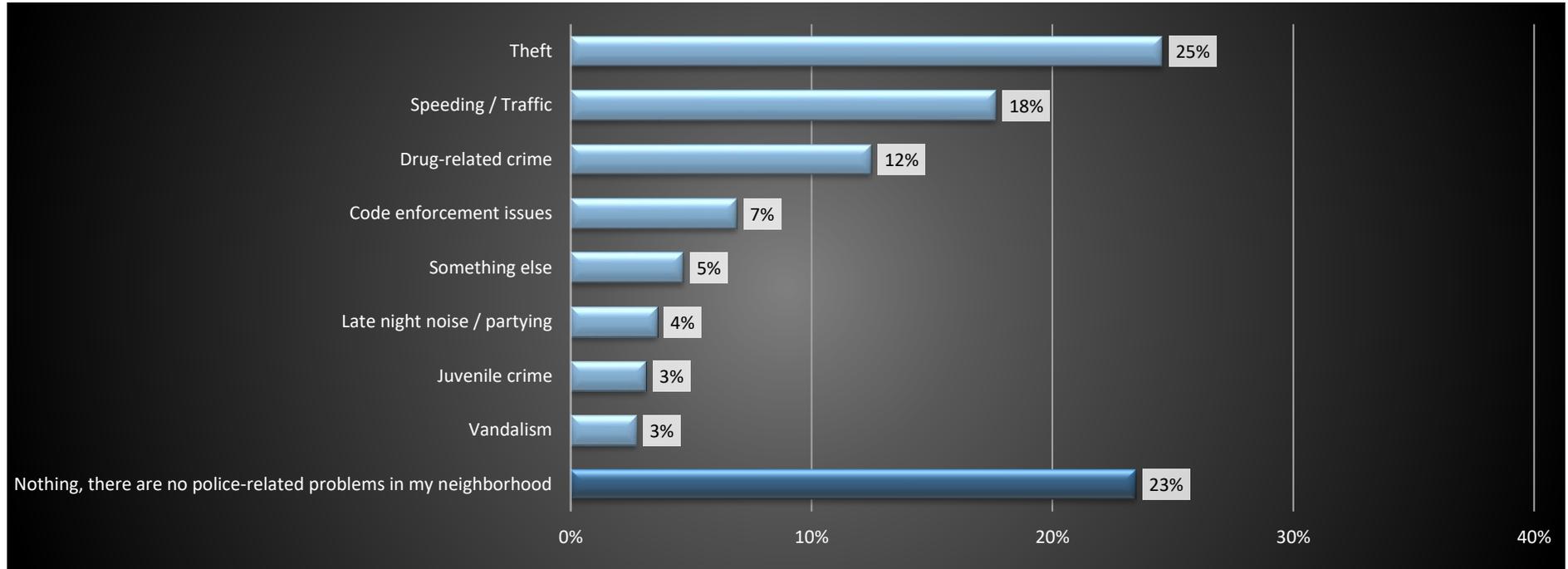
KEY FINDINGS: POLICE AND SAFETY

POLICE-RELATED ISSUES

MOST SERIOUS CRIME / POLICE RELATED PROBLEMS

Twenty-three percent (23%) of Central Point residents state that there are no serious police-related problems in their neighborhood. The same number of residents (25%) feel that issues relating to theft are the most serious issues. This is followed by speeding or traffic related issues and drug-related crimes.

FIGURE 18: MOST SERIOUS POLICE-RELATED PROBLEMS



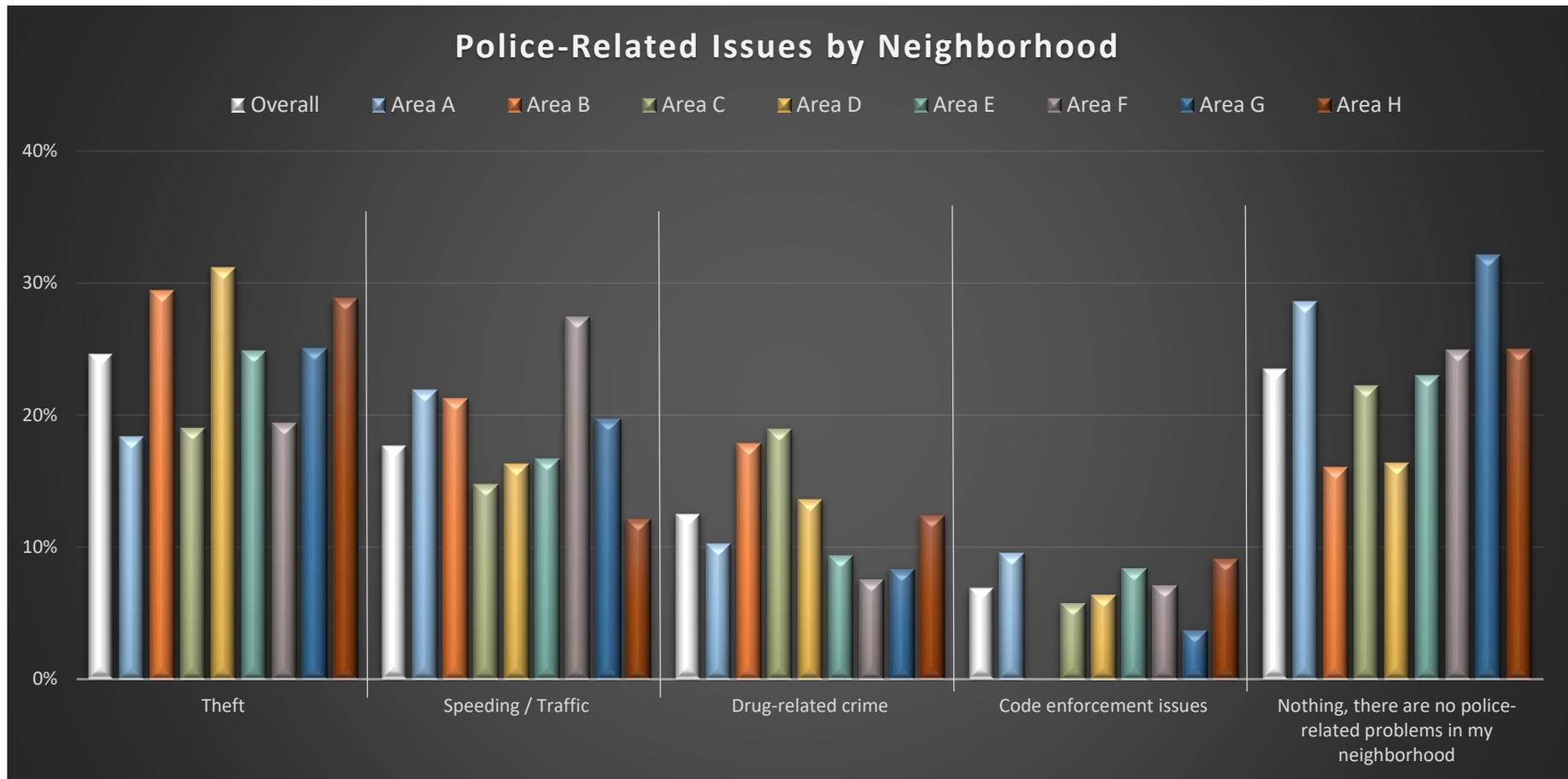
P55 –What do you believe is the single most serious police-related problem in your neighborhood?

Base: All respondents (n = 1,054)

POLICE-RELATED ISSUES BY NEIGHBORHOOD

While there is some variation based on the neighborhood, none of the differences is statistically significant, that is, none of the differences is greater than the margin of error.

FIGURE 19: POLICE-RELATED ISSUES BY NEIGHBORHOOD

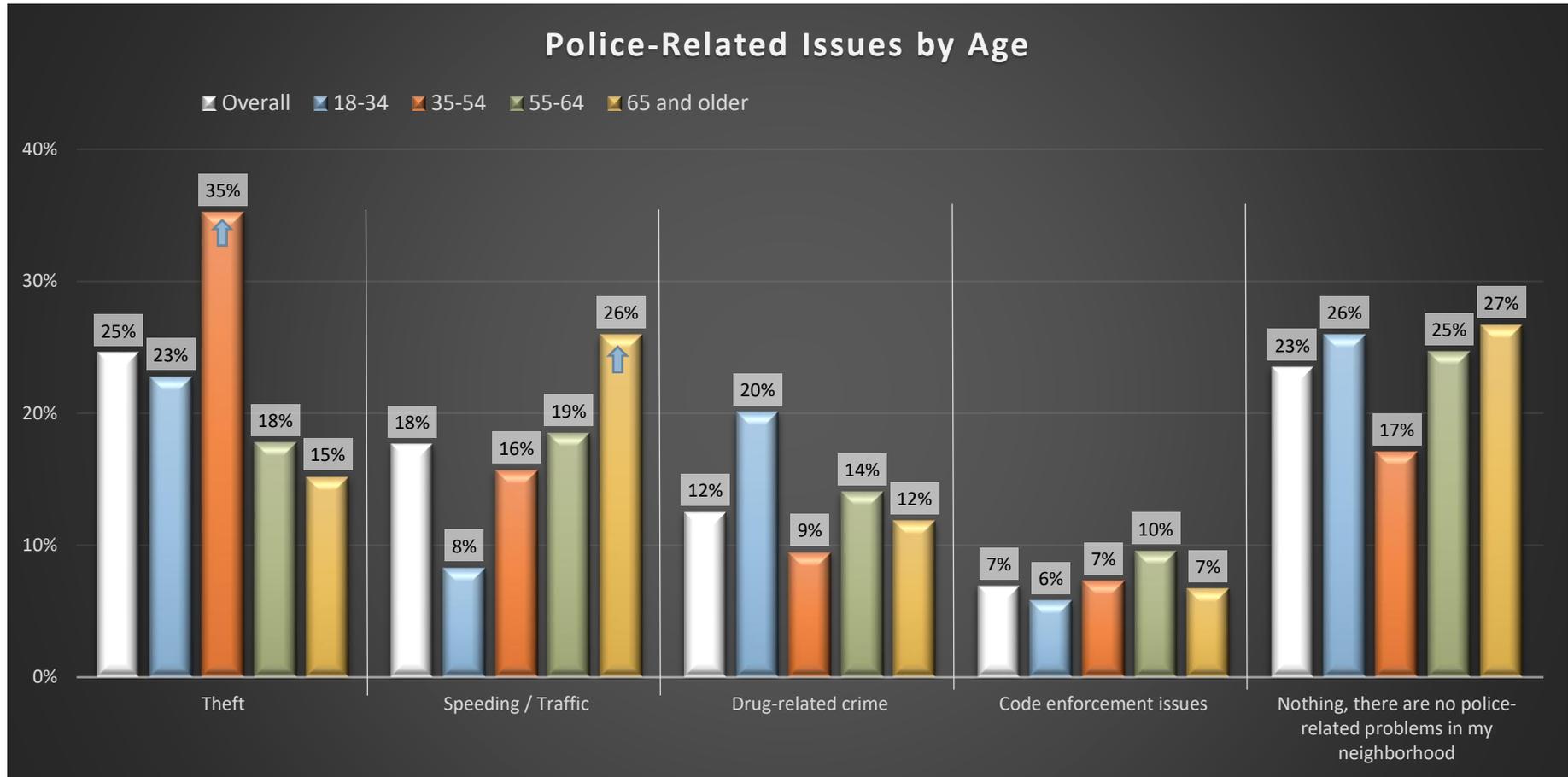


PSS –What do you believe is the single most serious police-related problem in your neighborhood?
 Base: All respondents (n = 1,054)

POLICE-RELATED ISSUES BY AGE

There are two notable differences based on age regarding police-related issues. Theft is the biggest issue with residents between 35-54 and speeding/traffic are the biggest issues among older residents.

FIGURE 20: POLICE-RELATED ISSUES BY AGE



PSS –What do you believe is the single most serious police-related problem in your neighborhood?
 Base: All respondents (n = 1,054)

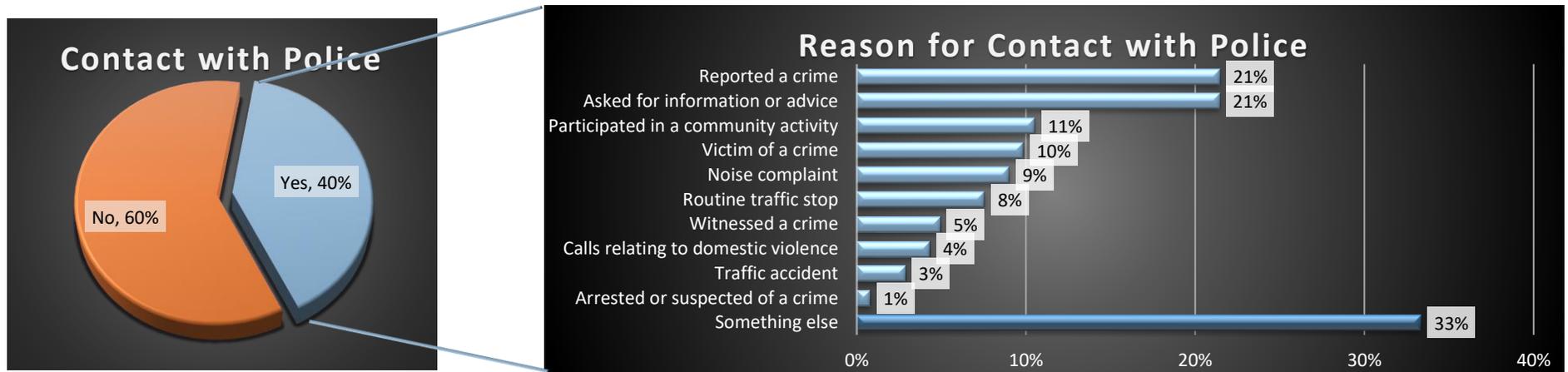
CONTACT WITH AND PROFESSIONALISM OF THE POLICE

CONTACT WITH POLICE

Two out of five residents have had contact with the police in the past 12 months. The most common reasons were to report a crime or to ask for information or advice.

All residents were asked to rate the professionalism of Central Point’s police officers and the police are rated very high. Two out of three residents state that the officers are “completely” professional; this increases to three out of four residents who state they have had contact with the police during the past 12 months (vs 60% who have not had contact) indicating that the slightly less favorable opinions could be perceptual or based on encounters from the distant past.

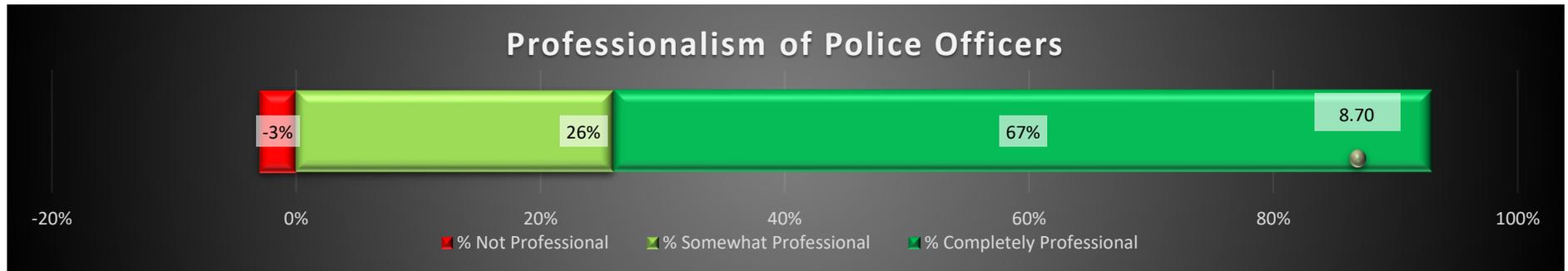
FIGURE 21: CONTACT WITH POLICE



PS1 – Have you had any contact with Central Point’s police during the past 12 months? Base: All respondents (n = 1,054)

PS2 – What was the nature of that contact? Base: Respondents who have had contact with the police (n = 399)

FIGURE 22: PROFESSIONALISM OF POLICE OFFICERS



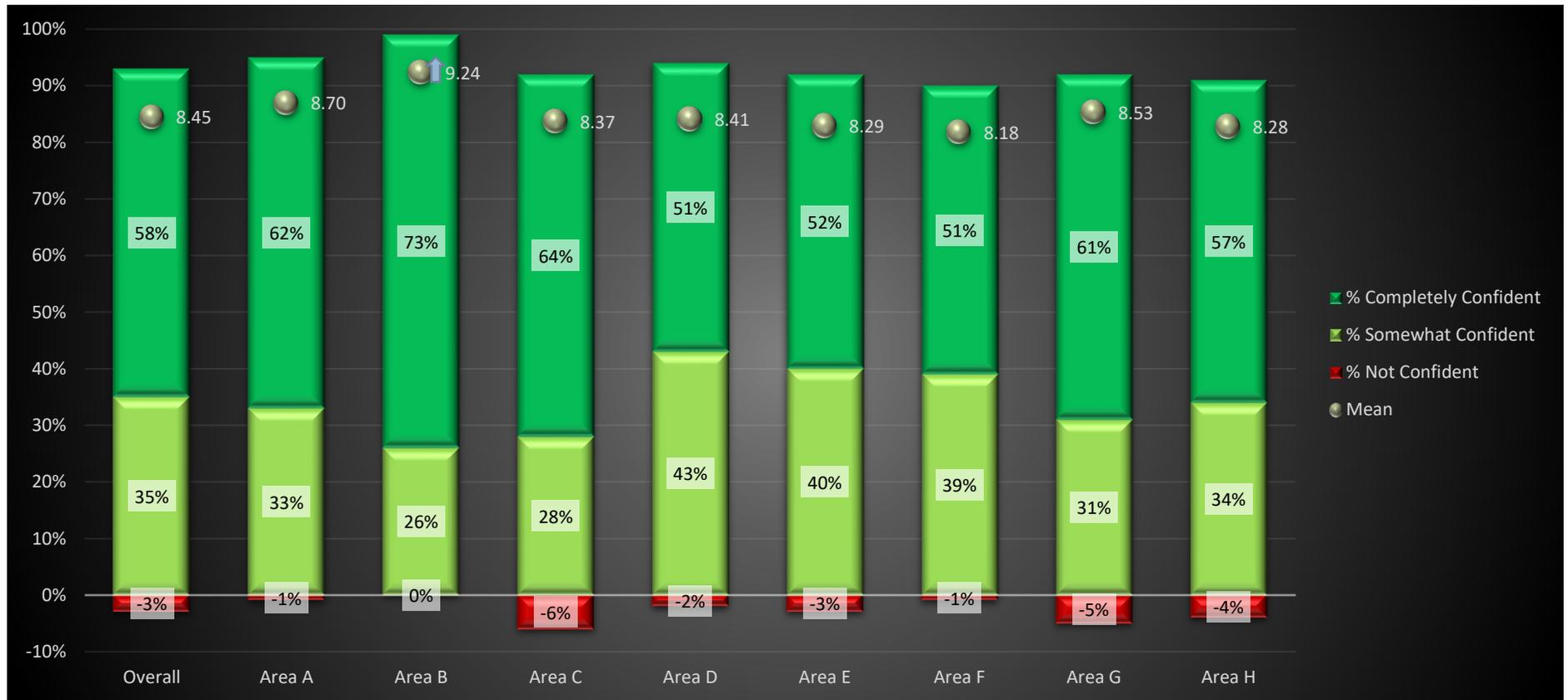
PS3 – Overall, how would you rate the professionalism of Police Officers in Central Point? Base: All respondents (n = 1,054)

CONFIDENCE IN POLICE

CONFIDENCE IN CENTRAL POINT POLICE

As discussed earlier in the report under the Key Drivers section, nearly all residents are confident that Central Point’s police department will provide a safe and secure community for its residents. Confidence is high across all residents, with the majority stating they are “completely” confident regardless of where they live or any demographic differences.

FIGURE 23: CONFIDENCE IN POLICE DEPARTMENT



PS4 – How confident are you in Central Point’s police department to provide a safe and secure community?

Base: All respondents (n = 1,054)

HOMELINESS IN CENTRAL POINT

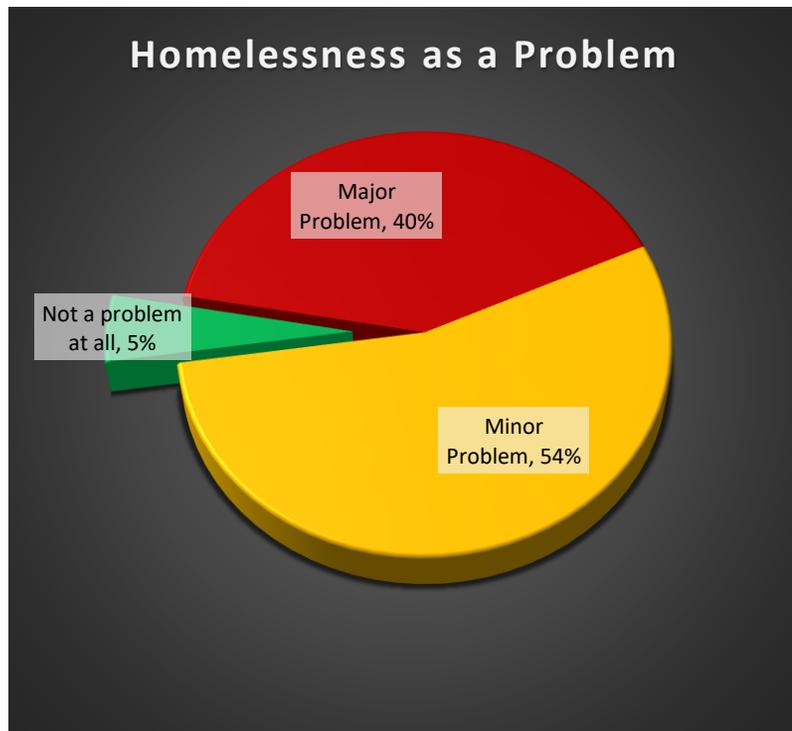
HOMELESSNESS IN CENTRAL POINT

Nearly all residents feel that homelessness in Central Point is either a minor (54%) or major (40%) problem. While opinions are similar across demographic differences, there are a few differences based on geography. Residents living in Area C and Area H are significantly more likely than other residents to feel homelessness is a major problem—53% and 54% respectively.

These residents were asked to rate the effectiveness of various possible strategies in combating homelessness in Central Point. Overall, residents see each of the three strategies as being somewhat effective with making sure land is zoned properly to allow for the construction of affordable housing receiving the highest rating and transitional housing receiving the lowest.

Residents who feel that homelessness is only a minor problem (54%) provide higher ratings for each strategy than those who feel homelessness is a major problem. The differences in opinion are significant regarding building transitional housing and providing financial assistance to families in need.

FIGURE 24: HOMELESSNESS AS A PROBLEM



PS6 – Thinking about homelessness in Central Point and its impact on you personally, would you say that it is... Not a problem at all, A minor problem, a Major problem
Base: All respondents (n = 1,054)

FIGURE 25: STRATEGIES TO COMBAT HOMELESSNESS



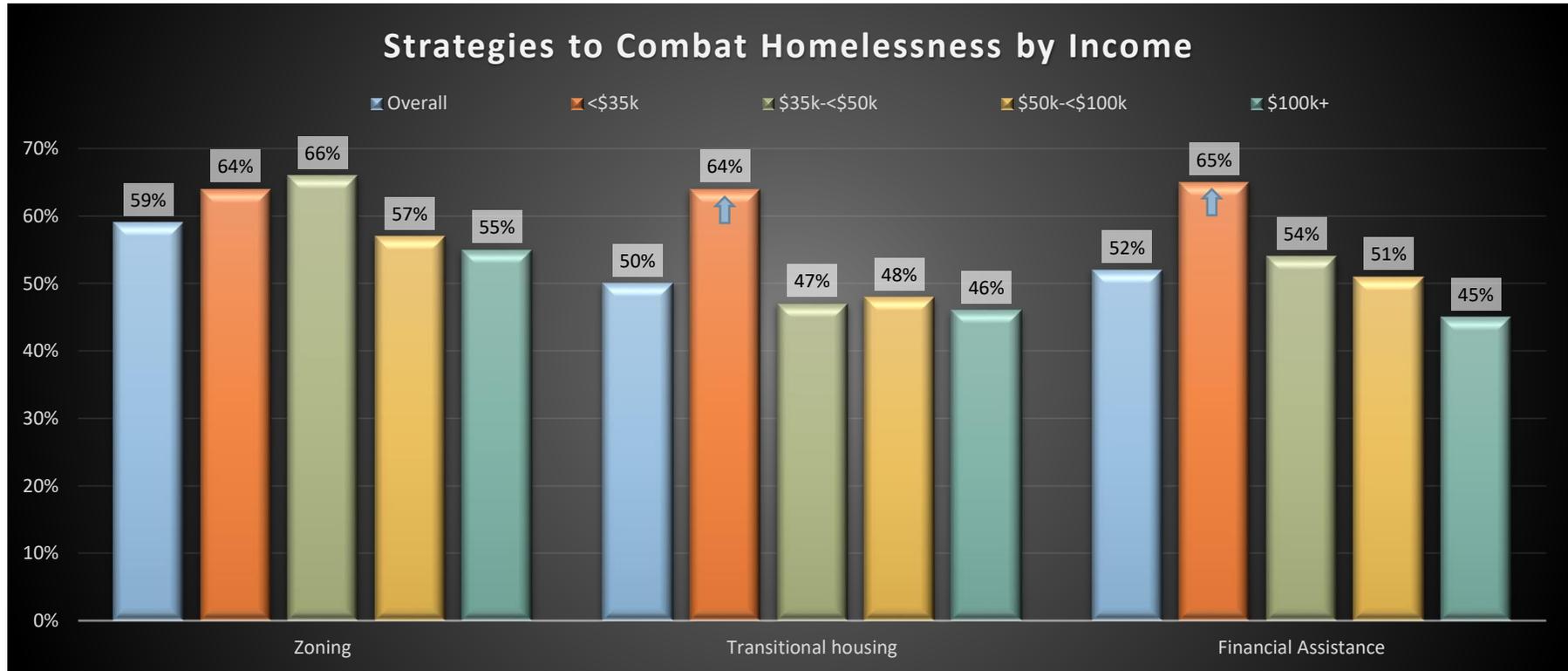
PS7 – How effective are each of the following strategies toward combating homelessness in Central Point?
Base: Residents who feel homelessness is a major or minor problem (n = 850)

STRATEGIES FOR COMBATING HOMELESSNESS BY INCOME

While there are no differences regarding effective strategies toward combating homelessness based on geography, some notable differences are uncovered when opinions are cut by household income.

Lower income residents are significantly more likely than other residents to feel that transitional housing and financial assistance are effective means of combating homelessness. Two-thirds of residents in this group feel these measures would be effective vs roughly half of residents of incomes higher than \$35,000.

FIGURE 26: STRATEGIES TO COMBAT HOMELESSNESS BY INCOME



PS7 – How effective are each of the following strategies toward combating homelessness in Central Point?

Base: Residents who feel homelessness is a major or minor problem (n = 850)

KEY FINDINGS: PARKS AND RECREATION

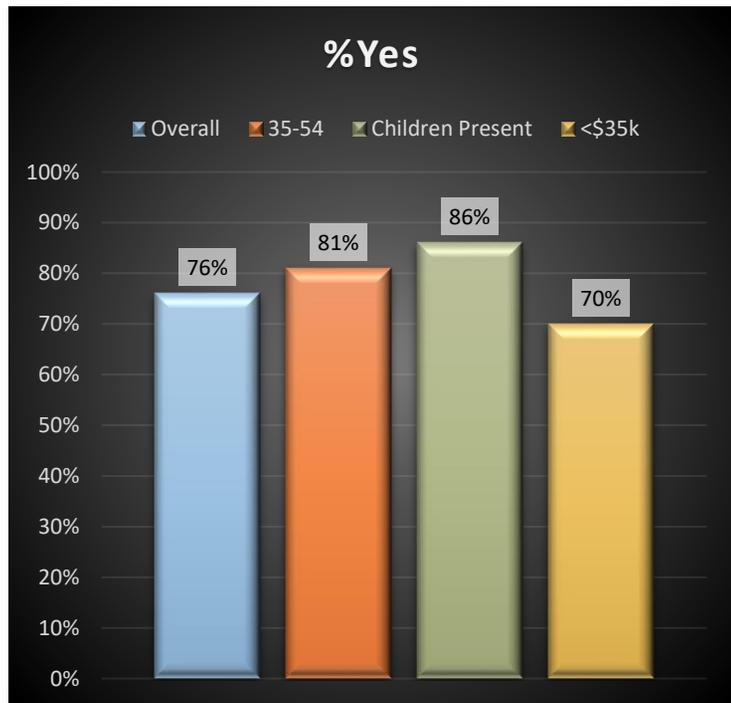
EXPERIENCES WITH PARKS AND REC FACILITIES

USE AND RATING OF PARKS AND REC FACILITIES

Three out of four residents have visited a parks and rec facility over the past 12 months though results differ significantly by demographics. Residents between 35 and 54 years old and those with children are significantly more likely to have visited a facility. Conversely, residents with incomes <\$35,000 are less likely than higher income residents to have visited a facility.

Nearly all residents are satisfied with their experiences, and with the exception of residents age 35-54—who still provide very high ratings—these opinions are universal across demographic and geographic differences.

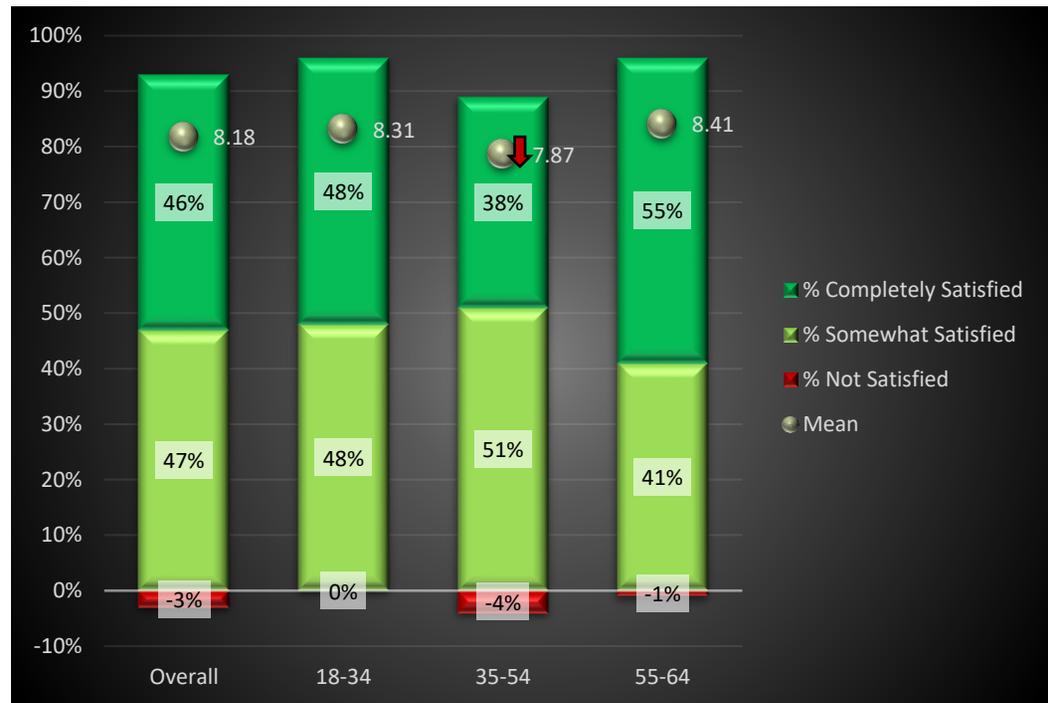
FIGURE 27: USE OF PARKS / REC FACILITY



PR1 – Have you visited any Parks or City run Recreation facilities or services in the past 12 months?

Base: All respondents (n = 1,054)

FIGURE 28: SATISFACTION WITH PARKS AND REC EXPERIENCE



PR2 – Overall, how would you rate your experiences with the Parks and Recreation facilities or services?

Base: Respondents who have had contact with the police (n = 399)

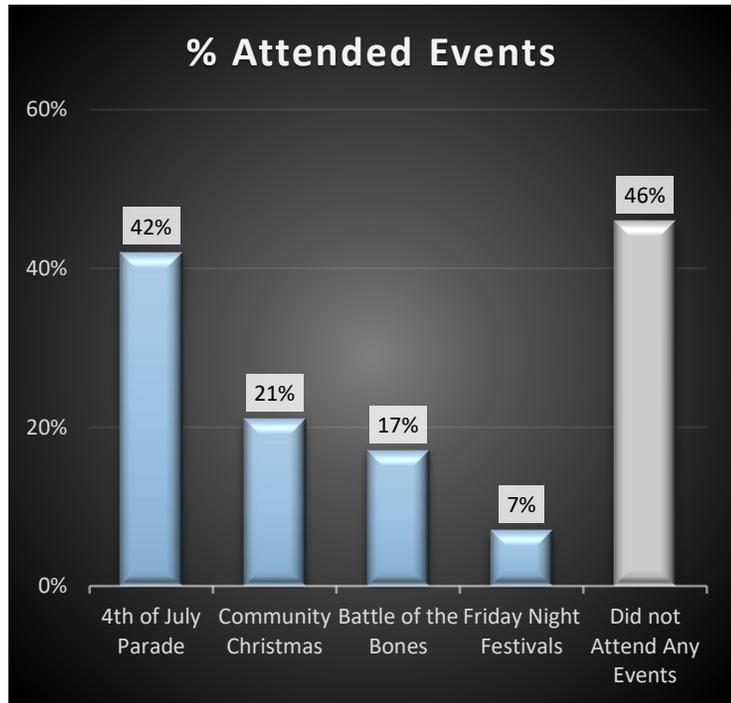
SPECIAL EVENTS

ATTENDANCE OF AND SATISFACTION WITH SPECIAL EVENTS

Just over half of residents have attended a special event put on by the City in the past 12 months with the 4th of July parade receiving, by far, the highest attendance. Attendance is highest among residents under 55 as well as among households with children.

Residents are overwhelmingly satisfied with the events they attend.

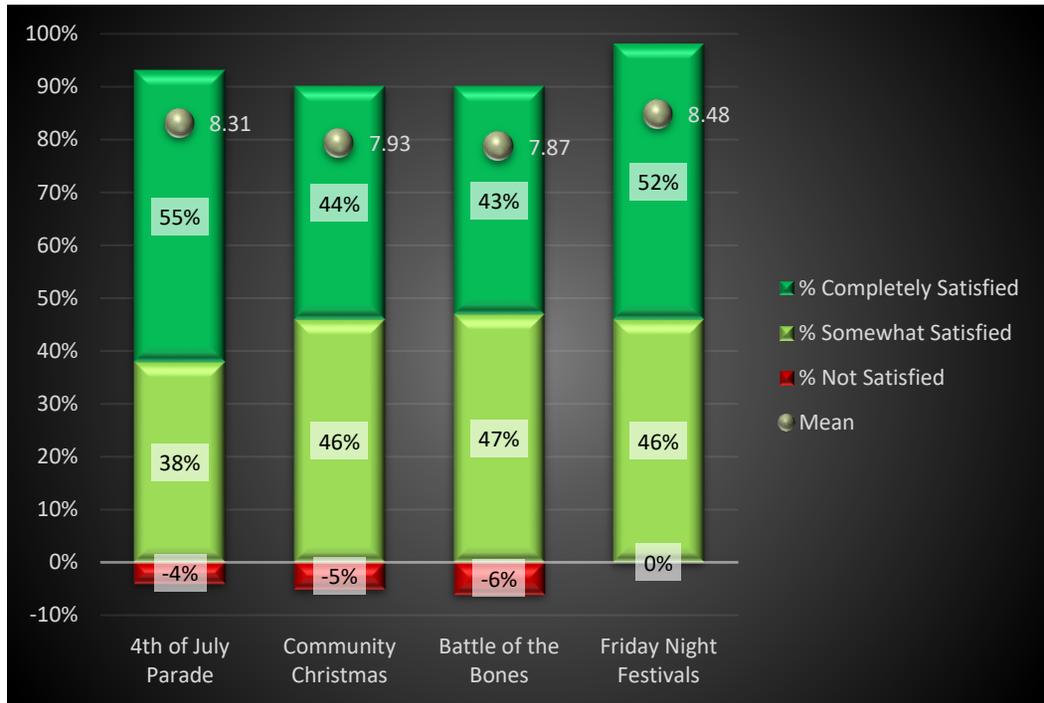
FIGURE 29: ATTENDANCE OF SPECIAL EVENTS



PR3 – Have you attended any of the following Community Sponsored Events in the past 12 months?

Base: All respondents (n = 1,054)

FIGURE 30: SATISFACTION WITH SPECIAL EVENTS



PR4 – How would you rate your satisfaction with each of the events you attended?

Base: 4th of July Parade (n = 435); Community Christmas (n = 206); B.O.B. (n = 163); Friday Night Festivals (n = 82)

COMMUNITY CENTER

CONSTRUCTING COMMUNITY CENTER

Residents were asked two questions about the potential construction of a new community center. The first question asked if they would support or oppose the development of a community center where additional funding would be needed to build the center.

The charts shown on the net few pages use a use Net Promoter type analysis. This presents a “tougher” test than simply showing the % support vs % oppose. The idea is that is only “strong” supporters (9-10) are considered advocates and will “vote” for an initiative.

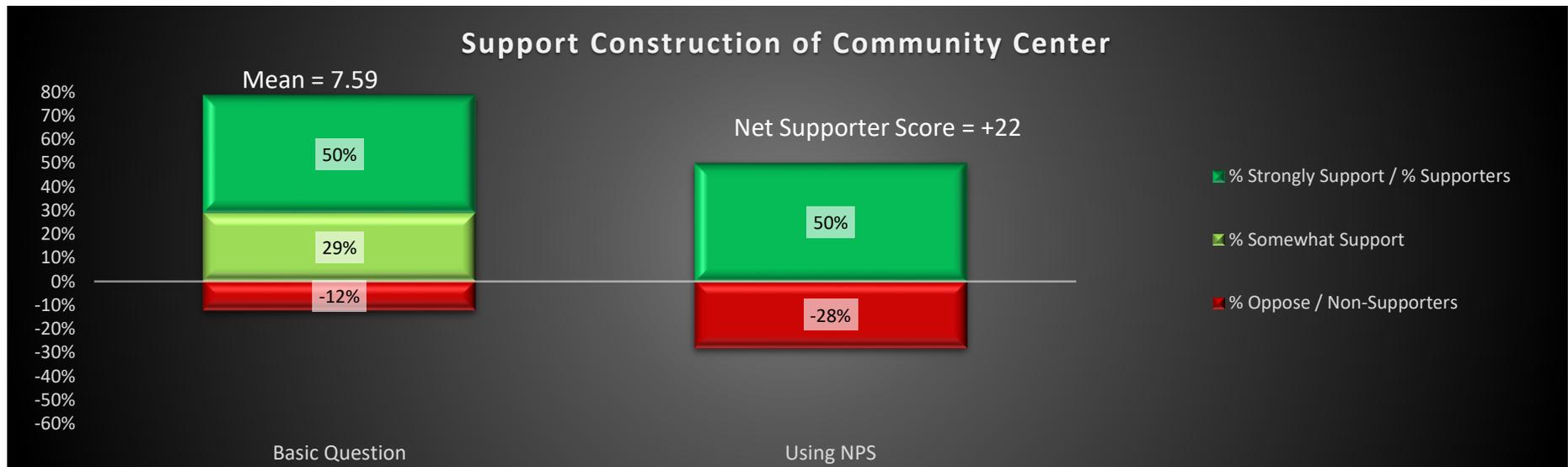
- “Moderate” supporters (7-8) are not opposed, but either don’t care enough to “vote” or are unpredictable so we assume their “vote” would split roughly in half. Hence, they are not shown.
- “Non-supporters” (0-6) range from people who don’t really care to those who actively dislike the idea and will either would not “vote” or would “vote” against the idea

Purpose of this analysis is to look at this idea through a more critical lens. While not really a vote measurement tool, it works well to determine the true support of a measure.

Eight in ten residents support this idea, with half of residents strongly supporting it.

Support is uniform across all residents regardless of where the live or any demographic differences.

FIGURE 31: SUPPORT FOR CONSTRUCTING COMMUNITY CENTER

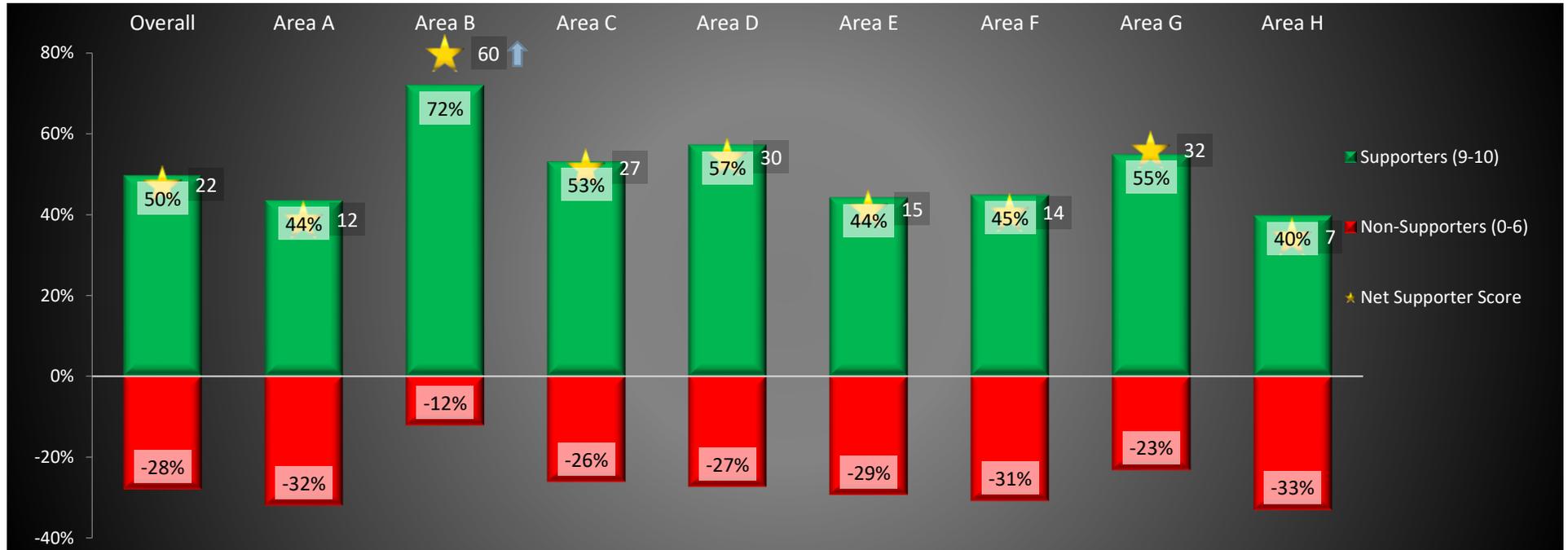


PR5 – The City is considering the development of a community center that includes a splash pad, community activity space, classroom space, and multiple gymnasiums.

No additional funding source is needed to build the community center. What is your level of support for the construction of the community center? Base: All respondents (n = 1,054)

In each neighborhood, there is more support than opposition for constructing the community center. The strongest support comes from those living in Area B.

FIGURE 32: SUPPORT FOR CONSTRUCTING THE COMMUNITY CENTER BY NEIGHBORHOOD



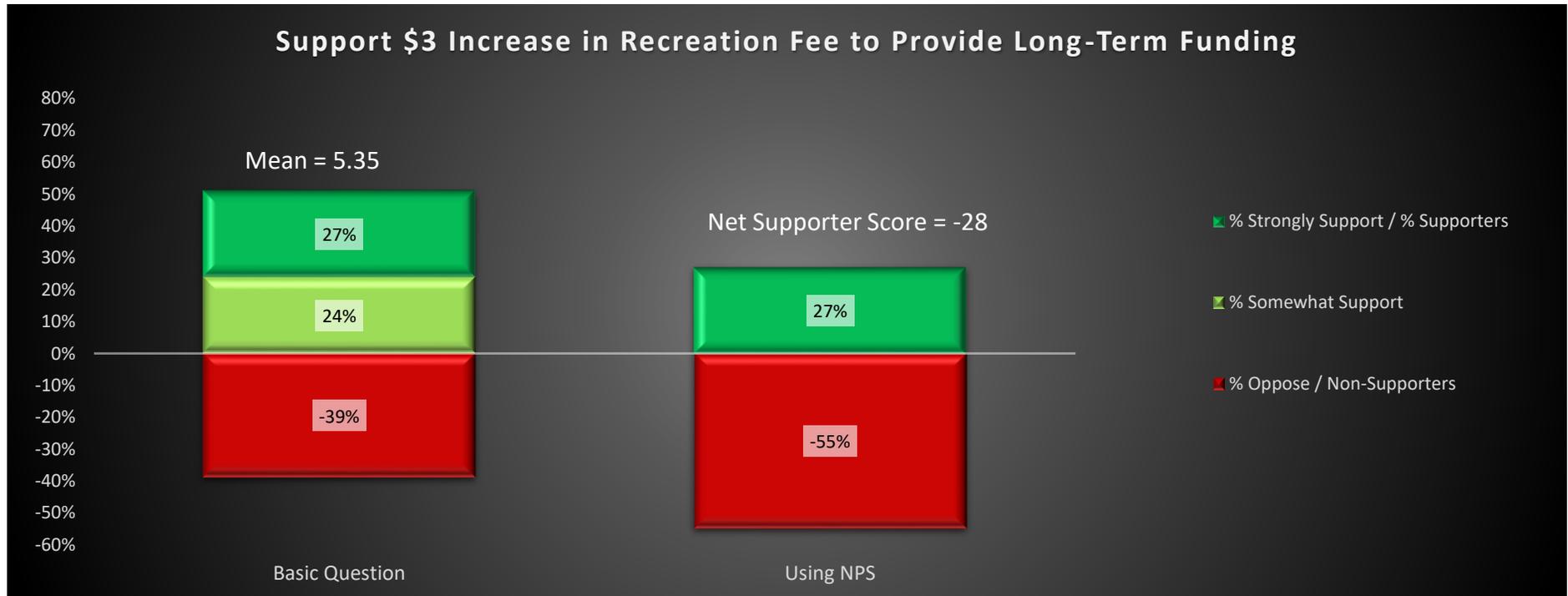
PR5 – The City is considering the development of a community center that includes a splash pad, community activity space, classroom space, and multiple gymnasiums. No additional funding source is needed to build the community center. What is your level of support for the construction of the community center? Base: All respondents (n = 1,054)

MAINTAINING THE COMMUNITY CENTER

The second question asked residents for their level of support in assessing a monthly \$3 recreation fee to maintain the community center.

It is at this point that support drops dramatically. While just over half of residents support the \$3 assessment, two out of five oppose it. Additionally, the same percentage of residents “Strongly Oppose” as do “Strongly Support” the fee.

FIGURE 33: SUPPORT FOR \$3 FEE TO MAINTAIN THE COMMUNITY CENTER

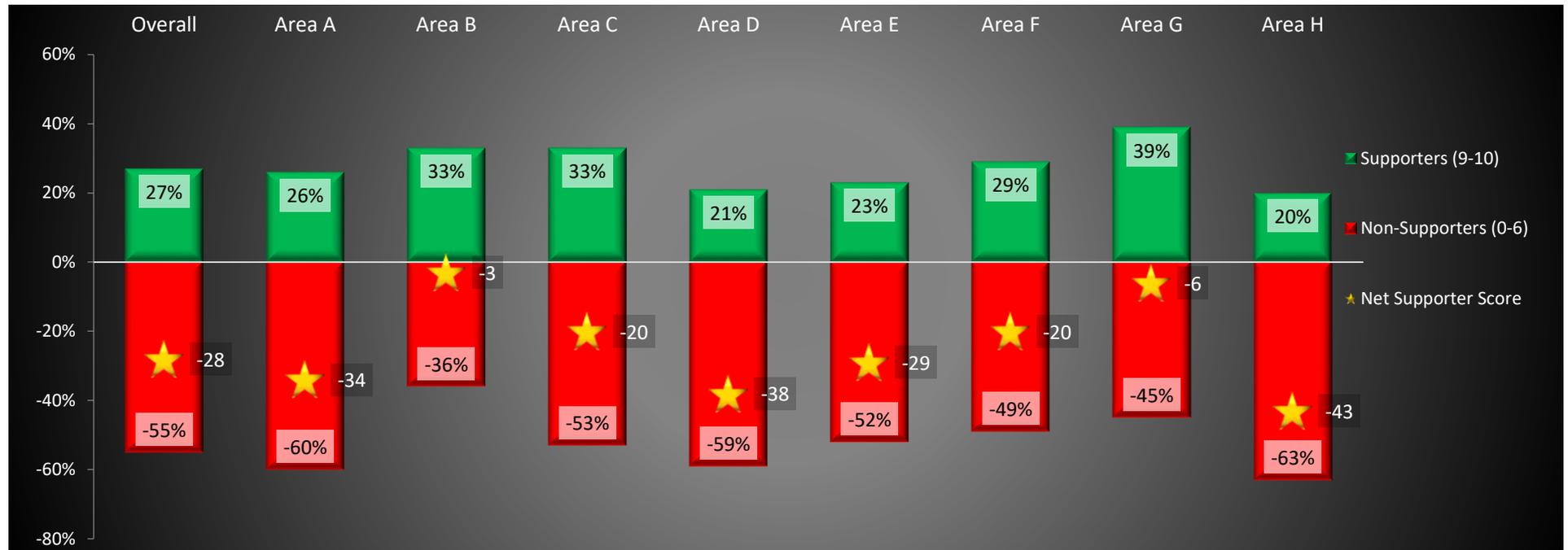


PR6 – The long term maintenance and operations funding for the community center is to be provided by increasing the recreation fee assed on the water bill by \$3, bringing the total recreation fee from \$1 to \$4. Do you support or oppose a \$3 recreation fee increase to provide long-term funding for the community center?

Base: All respondents (n = 1,054)

Using the NPS analysis it becomes clear that there is When looked at through this lens it is clear that there is little support for assessing a fee. This is true across residents city-wide.

FIGURE 34: SUPPORT FOR \$3 FEE TO MAINTAIN THE COMMUNITY CENTER BY NEIGHBORHOOD



PR6 – The long term maintenance and operations funding for the community center is to be provided by increasing the recreation fee assed on the water bill by \$3, bringing the total recreation fee from \$1 to \$4. Do you support or oppose a \$3 recreation fee increase to provide long-term funding for the community center?

Base: All respondents (n = 1,054)

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KEY FINDINGS: COMMUNICATIONS AND OUTREACH

COMMUNICATIONS AND OUTREACH

INFORMATION SOURCES

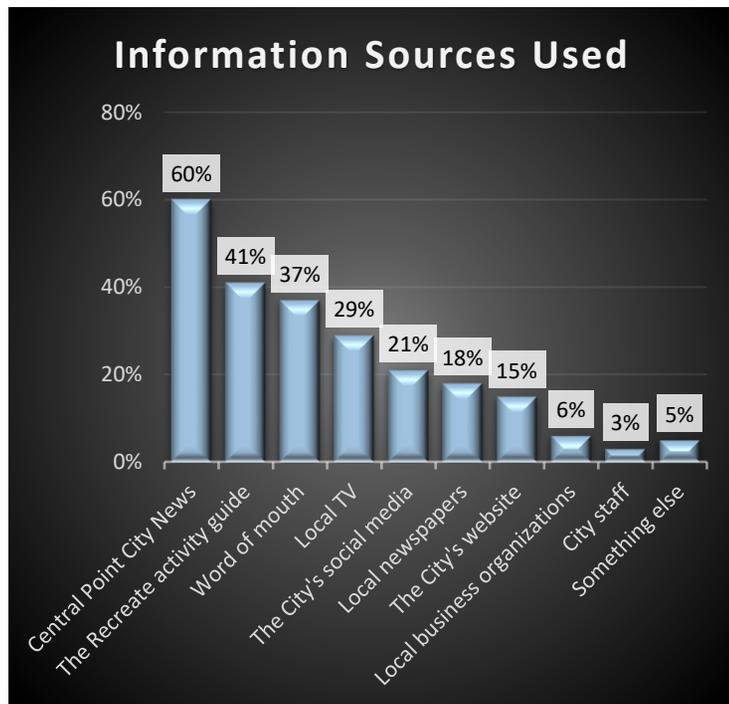
With 60 percent of residents indicating they use it, the City’s monthly newsletter—Central Point City News—is the most used information source. This is followed by the Recreate activity guide and word of mouth. The website is less used, only 15 percent of residents mentioned using it.

Follow-up questions were asked of residents who used the Newsletter and/or the Website.

Among Newsletter users, three quarters agree that the information is relevant and 87 percent say that the information is timely.

Among website users, 85 percent agree that it is easy to find the needed information and the same number agree that the resources needed are available.

FIGURE 35: INFORMATION SOURCES USED



CO1 – Which of the following do you use to get information about what’s happening in the City?

Base: All respondents (n = 1,054)

FIGURE 36: SATISFACTION WITH SPECIAL EVENTS



CO2 – how would you rate each of the following characteristics of the City’s newsletter/website

Base: Newsletter Users (n = 679); Website Users (n = 167)

CITY EMPLOYEES

In all, one out of three residents state they had contact with Central Point employees at some point in the past month. Among those...

- The single most common reason for contact was to make or discuss utility payments.
- The “something else” covers a wide variety of reasons that are not easily categorized. Some examples include reporting issues such as street lamps being out, going to the library, and applying for a job.
- Nine out of ten state their experience with the employees exceeded or greatly exceeded their expectations.

FIGURE 37: CONTACT WITH CITY EMPLOYEES



CO5– Have you had any contact with City employees in the past 12 months?
Base: All respondents (n = 1,054)

FIGURE 38: STRATEGIES TO COMBAT HOMELESSNESS



CO6 – What was the reason for your most recent contact?
Base: Residents who feel contacted a City employee problem (n = 339)

FIGURE 39: EXPERIENCE WITH CP EMPLOYEES



CO7 – Overall, how would you rate your experience with the Central Point employees?
Base: Residents who feel contacted a City employee problem (n = 339)

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APPENDIX

[PAGE INTENTIONALLY LEFT BLANK FOR PAGINATION PURPOSES]

APPENDIX I—QUESTIONNAIRE



[SHOW INTROTEL IF PHONE]

INTROTEL Hello. This is _____ with Northwest Research Group, calling on behalf of the City of Central Point.

We are conducting a survey to gather residents' opinions regarding satisfaction with City services and would like to include the opinions of your household.

The information will be used to help Central Point plan for the future and improve services to the community. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

(IF NECESSARY) Your phone number has been randomly chosen for this study.

(IF NECESSARY) The study should take about 15 minutes.

[SHOW INTROTEL IF WEB VERSION]

INTROWEB Thank you for agreeing to complete this important survey for the City of Central Point. Your household is one of a small number of households randomly selected to participate in this survey, so your participation is vital to the success of this research.

This study is being conducted for research purposes only and your responses will be kept strictly confidential. Your input will be used to help Central Point plan for the future and improve services to the community.



[ASK CPO IF SAMPLETYPE=CELLPHONE (2 or 5)]

CPO Are you currently driving a car or doing any activity requiring your full attention?
(IF YES:) When is a more convenient time to call you back?

- 00 NO – [CONTINUE]
- 01 YES – SCHEDULE CALLBACK [RETURN TO INTRO – THANK1]

SCR1 Do you live in Central Point?

- 00 NO – [SKIP TO THANK2]
- 01 YES
- 998 [WEB: DO NOT SHOW] DON'T KNOW [SKIP TOTHANK5]
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER [SKIP TOTHANK5]

AGE To ensure that our study is representative of Central Point, may I please have your age?
(If you prefer not to answer, please enter "999")

___ ENTER AGE
[IF AGE <18 SKIP TO THANK3]

[ASK AGE_CAT IF AGE=998 OR 999]

AGE_CAT Which of the following categories does your age fall into?

- 00 Under 18 [THANK3]
- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65-74
- 07 75 – 84
- 08 85 and older
- 998 [WEB: DO NOT SHOW] DON'T KNOW [SKIP TOTHANK5]
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER [SKIP TOTHANK5]

GENDER Do you identify as . . .

- 01 Male
- 02 Female
- 03 Something else (Please tell us)
- 998 [WEB: DO NOT SHOW] DON'T KNOW [SKIP TOTHANK5]
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER [SKIP TOTHANK5]



NWRG1 Using a scale from 0 to 10 where “0” means the quality of life in Central Point “does not meet your expectations at all” and “10” means the quality of life “greatly exceeds your expectations,” how would you rate the overall quality of life in Central Point?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

| | Does Not Meet Expectations at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Greatly Exceeds Expectations (10) |
|--|--|---|---|---|---|---|---|---|---|---|--------------------------------------|
| Overall quality of life in Central Point | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG2 Using the same expectations scale, how would you rate the overall quality of services provided by the City of Central Point?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

| | Does Not Meet Expectations at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Greatly Exceeds Expectations (10) |
|--------------------------------------|--|---|---|---|---|---|---|---|---|---|--------------------------------------|
| Overall quality of services provided | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG3

Compared with other cities and towns, how would you rate Central Point as a place to live? Use a scale from 0 to 10 where “0” means “significantly worse than other cities and towns” and “10” means “significantly better than other cities and towns.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

| | Significantly Worse than Other Cities and Towns (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Significantly Better than Other Cities and Towns (10) |
|----------------------------------|--|---|---|---|---|---|---|---|---|---|--|
| Central Point as a place to live | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG4

Using a scale from 0 to 10 where “0” means “strongly headed in the wrong direction” and “10” means “strongly headed in the right direction,” overall, would you say that Central Point is headed in the right or wrong direction?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

| | Strongly Headed in the <u>Wrong</u> Direction (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly Headed in the <u>Right</u> Direction (10) |
|--------------------------|--|---|---|---|---|---|---|---|---|---|---|
| Direction city is headed | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

NWRG5

Thinking about services and facilities in Central Point, do you feel you are getting your money’s worth for your tax dollar or not? Please use a scale from 0 to 10 where “0” means “definitely not getting your money’s worth” and “10” means “definitely getting your money’s worth.”

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

| | Definitely <u>Not</u> Getting My Money’s Worth (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Definitely Getting My Money’s Worth (10) |
|----------------------|---|---|---|---|---|---|---|---|---|---|---|
| Value for tax dollar | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



GQ1

Which of the following do you enjoy most about living in Central Point?

(Select all that apply)

[ENTER ALL THAT APPLY]

[RANDOMIZE DISPLAY ORDER – KEEP “SOMETHING ELSE” AT BOTTOM]

- 01 Quiet neighborhoods
- 02 Scenery and the natural environment
- 03 Small town feel
- 04 Safety
- 05 Schools
- 06 Parks and open spaces
- 07 The people / my neighbors
- 08 Special events *(such as the 4th of July Parade, Community Christmas and Battle of the Bones)*
- 09 Downtown Central Point
- 10 Something else *(Please tell us)*
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

GQ2 Using any number between 0 and 10 where “0” means “does not meet my expectations at all” and “10” means “completely meets my expectations,” how would you rate Central Point on each of the following?

[RANDOMIZE RESPONSES]

| | Does <u>Not</u> Meet My Expectations at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Completely Meets My Expectations (10) |
|--|--|---|---|---|---|---|---|---|---|---|--|
| GQ2A Overall physical appearance of the City | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GQ2B Traffic flow on major streets | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GQ2C Ease of walking | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GQ2D Cleanliness of public spaces (<i>such as parks, streets, etc.</i>) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GQ2E Small town look and feel | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



City of Central Point, Oregon

LGP1 Using the same scale how would you rate Central Point on each of the following?

[RANDOMIZE RESPONSES]

| | Does not Meet Expectations at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Greatly Exceeds Expectations (10) |
|---|--|---|---|---|---|---|---|---|---|---|--|
| LPG1A Ease of contacting my Council members | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| LPG1B The City's job keeping residents informed | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| LPG1C Ease of making a utility bill payment | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



PLAN1

Using any number between 0 and 10 where “0” means “not important at all” and “10” means “extremely important,” how would you rate the importance of Central Point’s Downtown to the overall image of Central Point?

(AS NEEDED) Please use your best estimate. There are no right or wrong answers.

| | Not Important at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Extremely Important (10) |
|------------------------|-----------------------------|---|---|---|---|---|---|---|---|---|-----------------------------|
| Importance of Downtown | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PLAN2

Next, using a scale where “0” means “has not improved at all” and “10” means “dramatically improved,” how would you rate the recent work performed in downtown Central Point?

[RANDOMIZE RESPONSES]

| | Has <u>Not</u> Improved at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Dramatically Improved (10) |
|---|---------------------------------------|---|---|---|---|---|---|---|---|---|-------------------------------|
| PLAN2A Aesthetic appearance of downtown | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PLAN2B Traffic flow along Pine Street | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PLAN2C Business development along Pine Street | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PLAN2D Overall appeal of downtown as a place to visit | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PLAN2E Enhancing the historical significance of downtown | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



PLAN3 Using a scale from 0 to 10 where “0” means “not important at all” and “10” means “extremely important,” how important are each of the following in supporting local business development?

[RANDOMIZE RESPONSES]

| | Not Important at All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Extremely Important (10) |
|--|--------------------------|---|---|---|---|---|---|---|---|---|--------------------------|
| PLAN3A Destination Business Training <i>(A program for independent business owners that teaches businesses how to attract customers from outside of the City)</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| PLAN3B For the city to continue providing financial support to the Chamber of Commerce | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PLAN4 The City is considering making revitalization efforts to specific areas over the next 5-years. Please rank the following three areas in terms of which ones you consider most in need of revitalization efforts. Use “1” as the most important, “2” as second most important, and “3” as the third most important.

(Please rank three items: 1=most important, 2=second most important, 3=third most important)

[RANDOMIZE RESPONSES]

[PROGRAMMING LOGIC: MUST RANK EXACTLY THREE ITEMS USING NUMBERS 1,2,3. EACH NUMBER CAN ONLY BE USED ONCE.]

- _____ Expand East Pine Street improvements in the downtown from 6th to 10th Street.
- _____ East Pine Street and Interchange Planning (East of 10th)
- _____ The Highway 99 Corridor (South of Pine)

998 **[WEB: DO NOT SHOW]** DON'T KNOW
 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER



MAXINTRO Just like you, cities have limited resources and need to allocate resources according to priorities.

For this next exercise we would like to place you in a similar position.

We will take you through five questions. Each question will consist of three items. Please indicate which of the items is the most important, and which is the least important.

The same attributes will appear multiple times. This is by design.

This exercise is called MaxDiff and works by making sure that every item is matched up against every other item at least twice.

- FIN1A** Street improvements such as new stop lights and additional lanes
- FIN1B** Maintaining existing roads and sidewalks
- FIN1C** Police and safety services
- FIN1D** Construction, improvement and maintenance of the physical parks system
- FIN1E** Developing and implementing recreation programs
- FIN1F** Attracting new industries and businesses to the City
- FIN1G** Maintaining and efficient and effective local government
- FIN1H** Developing ways to increase visitors and tourism
- FIN1I** Developing and improving special events

TABLE BELOW FOR ILLUSTRATIVE PURPOSES ONLY. AN EXAMPLE MAXDIFF EXERCISE CAN BE SEEN AT THE LINK BELOW:
<https://NWRGMaxDiffDemo.sawtoothsoftware.com/login.html>

| Thinking about where the City of Central should prioritize its resources, and considering only the three attributes shown here, which is the Most Important and which is the Least Important? | | |
|---|---|-----------------------|
| Most Important | | Least Important |
| <input type="radio"/> | Maintaining and expanding the city's transportation network | <input type="radio"/> |
| <input type="radio"/> | Attracting new industries and businesses to the city | <input type="radio"/> |
| <input type="radio"/> | Maintaining city parks, trails, and sports fields | <input type="radio"/> |



PS1 Have you had any contact with Central Point’s police during the past 12 months?

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK PS2 IF PS1=1]

PS2 What was the nature of that contact?

(select all that apply)

[ENTER ALL THAT APPLY]

[RANDOMIZE DISPLAY ORDER – ALWAYS SHOW, “SOMETHING ELSE”, “DON’T KNOW”, AND “PREFER NOT TO ANSWER” AT BOTTOM]

- 01 Reported a crime to police
- 02 Routine traffic stop
- 03 Traffic accident
- 04 Asked for information or advice
- 05 Participated in a community activity with police
- 06 Calls relating to domestic violence
- 07 Arrested or suspected of a crime
- 08 Witnessed a crime
- 09 Victim of a crime
- 10 Noise complaint
- 11 Something else *(Please tell us)*
- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PS3 Overall, how would you rate the professionalism of Police Officers in Central Point? Use a Scale from 0 to 10 where “0” means “not at all professional” and “10” means “completely professional.”

| | Not at all Professional (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Completely Professional (10) |
|------------------------------------|--------------------------------|---|---|---|---|---|---|---|---|---|---------------------------------|
| Professionalism of police officers | o | o | o | o | o | o | o | o | o | o | o |

- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PS4 Using a scale from 0 to 10 where “0” means “not at all confident” and “10” means “completely confident,” from what you have experienced, seen, or heard, how confident are you in Central Point’s police department to provide a safe and secure community?

| | Not at all Confident (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Complete ly Confident (10) |
|-------------------------------------|--------------------------------|---|---|---|---|---|---|---|---|---|-------------------------------------|
| Provide a safe and secure community | o | o | o | o | o | o | o | o | o | o | o |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PS5 What do you believe is the **single most** serious police-related problem in your neighborhood?
 [RANDOMIZE RESPONSE OPTIONS 01 THRU 09. ALWAYS DISPLAY 10 AND 11 AT BOTTOM IN ORDER]

- 01 Theft
- 02 Juvenile crime
- 03 Drug-related crime
- 04 Gang-related crime
- 05 Vandalism
- 06 Code enforcement issues
- 07 Domestic violence
- 08 Late night noise / partying
- 09 Speeding / Traffic
- 10 Something else *(Please tell us)*
- 11 Nothing, there are no police-related problems in my neighborhood
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PS6 Thinking about homelessness in Central Point and its impact on you personally, would you say that it is...

- 01 Not a problem at all
- 02 A minor problem
- 03 A major problem
- 998 [WEB: DO NOT SHOW] DON'T KNOW
- 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

[ASK PS7 IF PS6=2 OR PS6=3]

PS7 How important is it to have the City to play an active role in addressing homelessness? Use a scale from 0 to 10 where “0” means “not at all important” and “10” means “extremely important.”

[RANDOMIZE RESPONSES]

| | Not at All Effective (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Effective (10) |
|--|-----------------------------|---|---|---|---|---|---|---|---|---|------------------------|
| Importance of City playing an active role in addressing homelessness | | | | | | | | | | | |



PR1 Have you visited any Parks or City run Recreation facilities or services in the past 12 months?

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK PR2 IF PR1=1]

PR2 Overall, how would you rate your experiences with the Parks and Recreation facilities or services? Use a scale from 0 to 10 where “0” means “completely dissatisfied” and “10” means “completely satisfied.”

| | Completel y Dissatisfie d (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Complete ly Satisfied (10) |
|--|---|---|---|---|---|---|---|---|---|---|-------------------------------------|
| Overall satisfaction with Parks and Recreation | o | o | o | o | o | o | o | o | o | o | O |

- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

PR3 Have you attended any of the following Community Sponsored Events in the past 12 months?

(select all that apply)

[ENTER ALL THAT APPLY]

[RANDOMIZE DISPLAY ORDER – ALWAYS SHOW “DON'T KNOW”, AND “PREFER NOT TO ANSWER” AT BOTTOM]

- 01 Friday Night Festivals
- 02 Battle of the Bones (B.O.B.)
- 03 4th of July Parade
- 04 Community Christmas
- 05 I did not attend any of these events
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK PR4 IF ANY SELECTED IN PR3]

PR4 Using a scale from 0 to 10 where “0” means “completely dissatisfied” and “10” means “completely satisfied,” how would you rate your satisfaction with each of the events you attended?

[RANDOMIZE RESPONSES]

[ONLY SHOW RESPONSES SELECTED IN PR3]

| | Completely Dissatisfied (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Completely Satisfied (10) |
|--|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| PR4A Friday Night Festivals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| PR4B Battle of the Bones | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| PR4C 4 th of July Parade | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| PR4D Community Christmas | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

998 [WEB: DO NOT SHOW] DON'T KNOW

999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



PR5 The City is considering the development of a community center that includes a splash pad, community activity space, classroom space, and multiple gymnasiums.

No additional funding source is needed to build the community center. Using a scale from 0 to 10 where “0” means “strongly oppose” and “10” means “strongly support,” what is your level of support for the construction of the community center?

| | Strongly Oppose (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly Support (10) |
|---------------------------------------|------------------------|---|---|---|---|---|---|---|---|---|--------------------------|
| Support for building community center | o | o | 0 | o | o | o | o | o | o | o | 0 |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER

PR6 The long term maintenance and operations funding for the community center is to be provided by increasing the recreation fee assed on the water bill by \$3, bringing the total recreation fee from \$1 to \$4. Using the same scale, do you support or oppose a \$3 recreation fee increase to provide long-term funding for the community center?

| | Strongly Oppose (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly Support (10) |
|---|------------------------|---|---|---|---|---|---|---|---|---|--------------------------|
| Support for \$3 recreation fee to provide long-term recreation center funding | o | o | o | o | o | o | o | o | o | o | o |

998 [WEB: DO NOT SHOW] DON'T KNOW
 999 [WEB: DO NOT SHOW] PREFER NOT TO ANSWER



CO1 Which of the following so you use to get information about what’s happening in the City?
(select all that apply)

[ENTER ALL THAT APPLY]

[RANDOMIZE DISPLAY ORDER – ALWAYS SHOW, “SOMETHING ELSE”, “DON’T KNOW”, AND “PREFER NOT TO ANSWER” AT BOTTOM]

- 01 Word of mouth
- 02 They City’s monthly newsletter (Central Point City News)
- 03 The City’s website
- 04 The Recreate activity guide
- 05 Local newspapers
- 06 Local business organizations
- 07 Local television channels
- 08 City staff
- 09 The City’s social media accounts
- 10 Something else *(Please tell us)*
- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK CO2 IF CO1=2 – E.G. IF THEY SELECTED THE CITY’S NEWSLETTER THEN ASK THIS QUESTION]

CO2 Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree,” how would you rate each of the following characteristics of the City’s newsletter...

| | Strongly Disagree (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly Agree (10) |
|--|--------------------------|---|---|---|---|---|---|---|---|---|------------------------|
| CO2A The information is relevant to me personally | o | o | o | o | o | o | o | o | o | o | o |
| CO2B The information is timely | o | o | o | o | o | o | o | o | o | o | o |

- 998 **[WEB: DO NOT SHOW]** DON’T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK CO3 IF CO1=3 – E.G. IF THEY SELECTED THE CITY'S WEBSITE THEN ASK THIS QUESTION]

CO3 Using a scale from 0 to 10 where “0” means “strongly disagree” and “10” means “strongly agree,” how would you rate each of the following characteristics of the City’s website...

| | Strongly Disagree (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Strongly Agree (10) |
|---|--------------------------|---|---|---|---|---|---|---|---|---|------------------------|
| CO3A It is easy to find the information I need | o | o | o | o | o | o | o | o | o | o | o |
| CO3B The resources I need are available on the website | o | o | o | o | o | o | o | o | o | o | o |

- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK CO4 IF ((CO3A<5) or (CO3B<5))]

CO4 What information or resources were you looking for on the website that you were unable to find?

- _____ **(open end)**
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER



CO5 Have you had any contact with City employees in the past 12 months?

- 00 NO
- 01 YES
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK CO6 IF CO5=1]

CO6 What was the reason for your most recent contact?

[RANDOMIZE DISPLAY ORDER – ALWAYS SHOW, “SOMETHING ELSE”, “DON’T KNOW”, AND “PREFER NOT TO ANSWER” AT BOTTOM]

- 01 Apply for a building permit
- 02 Discuss a planning inquiry
- 03 Apply for or discuss business licensing
- 04 Make or discuss utility payments
- 05 Register for a recreation class or event
- 06 Something else *(Please tell us)*
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

[ASK CO7 IF CO5=1]

CO7 Overall, how would you rate your experience with the Central Point employees? Use a Scale from 0 to 10 where “0” means “Did not meet expectations at all” and “10” means “Greatly exceeded expectations.”

| | Did Not Meet Expectations At All (0) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Greatly Exceeded Expectations (10) |
|---|---|---|---|---|---|---|---|---|---|---|---------------------------------------|
| Experience with Central Point Employees | o | o | o | o | o | o | o | o | o | o | o |

- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER



DEMINT These final questions are background questions and will be used to help us analyze the results of the study.

OWNERSHIP Do you own or rent your residence?

- 01 Own
- 02 Rent
- 03 Something else (Please tell us): _____
- 999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

DEMO1 Including yourself, how many people currently live in your household in each of the following age categories?

- DEMO1A** _____ 65 and over
- DEMO1B** _____ 18 to 64
- DEMO1C** _____ Children under 18
- 998 **[WEB: DO NOT SHOW]** DON'T KNOW
- 999 **[WEB: DO NOT SHOW]** PREFER NOT TO ANSWER

**[PROGRAMMING: CREATE VARIABLE "HHSIZE" USE THE FOLLOWING LABELS AND LOGIC
VALUE LABELS HHSIZE "Household size"
COMPUTE HHSIZE=SUM (DEMO1A,DEMO1B,DEMO1C)**

**[PROGRAMMING: CREATE VARIABLE "HASKIDS" USE THE FOLLOWING LABELS AND LOGIC
VALUE LABELS HASKIDS "Children present in household"
IF (DEMO1C=0) HASKIDS=0.
IF (DEMO1C>=1) HASKIDS=1.**

**[PROGRAMMING: CREATE VARIABLE "HHCOMP" USE THE FOLLOWING LABELS AND LOGIC
VALUE LABELS HHCOMP "Household composition"
VARIABLE LABELS TRANSIT_DEPENDENCY**

- 1 "Single person household"
- 2 "Two or more adults, no children"
- 3 "Single adult with children"
- 4 "Two or more adults with children"

**IF ((SUM(DEMO1A,DEMO1B)=1) AND (HASKIDS=0) HHCOMP 1.
IF ((SUM(DEMO1A,DEMO1B) GE 2)) AND (HASKIDS=0) HHCOMP=2.
IF ((SUM(DEMO1A,DEMO1B)=1) AND (HASKIDS=1)) HHCOMP 3.
IF ((SUM(DEMO1A,DEMO1B) GE 2) AND (HASKIDS=1)) HHCOMP 4.**

RACE

Do you identify as. . .

(Select all that apply)

[ENTER ALL THAT APPLY]

- 01 White or Caucasian
- 02 African American or Black
- 03 Hispanic, Latino/a, or Spanish origin
- 04 Asian
- 05 Pacific Islander
- 06 American Indian or Alaska Native
- 07 Middle Easterner or North African
- 08 Some other race, ethnicity, or origin / combination of races *(Please tell us)*
- 999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

INCOME

What is the approximate total annual family income of all members of your household? Is it. . .

- 01 Less than \$20,000
- 02 \$20,000 to less than \$35,000
- 03 \$35,000 to less than \$50,000
- 04 \$50,000 to less than \$75,000
- 05 \$75,000 to less than \$100,000
- 06 \$100,000 or more
- 999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**



SHOW CREDIT1 THRU CREDIT3 IF WEB SURVEY OR INBOUND PHONE CALL

CREDIT1 As a “thank you” for completing the survey we would like to offer you either a \$5 discount on your utility bill or a \$5 discount on a city run recreation class. To receive the discount please provide your email address. You will receive an email coupon from Central Point. Simply bring your coupon to City Hall and we will apply the credit to your chosen recreation class or utility bill, or attach the coupon to your payment and place it in the mail. The utility bill discount must be applied before June 30, 2019. The recreation discount is for classes offered in 2019.

Which one would you like to receive?

- 01 Discount on utility bill
- 02 Discount on city-run recreation activity
- 03 Neither, I do not want any incentive
- 999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

SHOW CREDIT2 IF CREDIT1=1 (UTILITY BILL)

CREDIT2 Please provide your email address? You should receive an email in the next few weeks with your single use coupon. To apply the discount, simply bring your coupon to City Hall and we will apply the credit to your utility bill, or attach the coupon to your payment and place it in the mail. The utility bill discount must be applied before June 30, 2019.

Please note, that this information will be kept completely separate from your survey answers and will only be used for the purpose of discounting your utility bill.

ENTER EMAIL

_____ ENTER E-MAIL ADDRESS
_____ CONFIRM E-MAIL ADDRESS **[MUST MATCH]**

SHOW CREDIT3 IF CREDIT1=2 (DISCOUNT ON CITY-RUN RECREATION ACTIVITY)

CREDIT3 Please provide your email address. We will send you a single-use coupon via email that you can use for a \$5 discount on a city-run recreation program. To apply the discount, simply bring your coupon to City Hall and we will apply the credit to your chosen recreation class. The recreation discount is for classes offered in 2019.

Please note, that this information will be kept completely separate from your survey answers and will only be used for the purpose of discounting your utility bill.

ENTER EMAIL

_____ ENTER E-MAIL ADDRESS
_____ CONFIRM E-MAIL ADDRESS **[MUST MATCH]**



FUTURE1 Would you be willing to participate in future research for the City of Central Point?
01 Yes
00 No
999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

ASK FUTURE2 IF FUTURE1=01

FUTURE2 May I please get your first name only?
01 Yes, **ENTER NAME** _____
00 No
999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

ASK FUTURE3 IF (FUTURE1=1)

FUTURE3 May I please get your email address?
ENTER EMAIL
_____ ENTER E-MAIL ADDRESS
_____ CONFIRM E-MAIL ADDRESS **[MUST MATCH]**
999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

ASK FUTURE4 IF FUTURE1=1

FUTURE4 And finally, please provide your best contact number
ENTER BEST NUMBER _____
999 Prefer not to answer [DO SHOW THIS ON THE WEB] **[MUTUALLY EXCLUSIVE]**

THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us. Your responses will help Central Point plan for the future and improve services to the community.

[COMPLETES]

THANK2 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing people who currently live in the Central Point.

[NQ-NOT SNOHOMISH RESIDENT]

THANK3 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. However, we are only interviewing people 18 years old and older. **[NQ - AGE]**

THANK5 Thank you for your time, but we are unable to continue without that information.

[SCREENER REFUSALS]

THANK9 Thank you very much for answering those questions. We appreciate your cooperation.

[ALL OTHER TERMINATIONS]

THANKQUOTA Using a scale from 0 to 10 where “0” means the quality of life in Central Point “does not meet your expectations at all” and “10” means the quality of life “greatly exceeds your expectations,” how would you rate the overall quality of life in Central Point?

| | | | | | | | | | | |
|-----------------------------------|---|---|---|---|---|---|---|---|---|------------------------------|
| Does Not Meet Expectations at All | | | | | | | | | | Greatly Exceeds Expectations |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

That concludes our survey. Thank you very much for your time and the useful information you have provided us.

[OVERQUOTA]